BROADCASTING
TELECASTING

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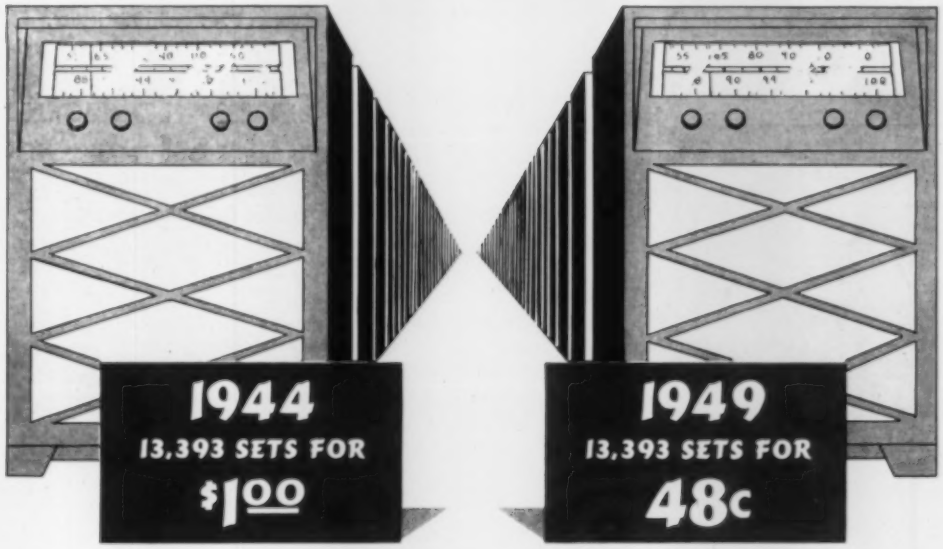
WHO COSTS 52% LESS THAN IN 1944!



(WHO CLASS C, ¼ HOUR MAXIMUM DISCOUNT)

IN terms of Iowa's radio *homes*, WHO cost 10.6% less in 1949 than in 1944; in terms of *radio sets in homes, WHO cost 52% less than in 1944!*

The increased number of radio sets in Iowa's kitchens, dining rooms, bedrooms, etc.—and the additional listening they create—is even more important than the increase in radio homes. Modern research proves that *SETS* make the audience!

In 1944 there were 596,000 radio *homes* in Iowa; in 1949 there were 769,200! . . . In 1944 there were 904,000 radio *sets* in Iowa homes; in 1949 there were 2,140,000! And in addition to this tremendous increase, an exceptionally large bonus audience listens in cars, offices, barns, stores, service stations and hotels.

Thus WHO is actually a much better buy today than in 1944. Radio sets in Iowa *homes alone* have increased 136%, while WHO's rates have gone up only about 14%.

The 1949 Iowa Radio Audience Survey tells the whole story of Iowa's added listening. Write to WHO or Free & Peters for your free copy!

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

Kentuckiana leads the nation...

1 in effective buying income increase

U. S. increase—1%
Kentuckiana increase—5%
Source: 1949 and 1950 issues,
Sales Management Survey of Buying Power.

2 in manufacturing value increase

Kentucky leads U. S. by 32%
Indiana leads U. S. by 2%
Source: latest two U. S. Censuses of Manufacturers.

WHAS *alone delivers* **ALL** *of Kentuckiana*

Kentuckiana's personal and industrial income continues to show healthy increases, even in the face of a national 'leveling off'. There are real sales opportunities in this rich-and-getting-richer market—*if* you remember that . . .
WHAS and WHAS alone delivers ALL of Kentuckiana (Kentucky plus a generous portion of Southern Indiana).

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee's 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

WITH Assn. of National Advertisers, on one hand, espousing readjustment of radio rates to allow for TV tune-in, and American Assn. of Advertising Agencies on the other hand seeking to have radio generally pay 2% cash discount (90% do not), broadcasters attending conventions last week figure radio will have to prime itself for counter-attack.

AT LEAST one major network already is planning broadside to justify current radio rates by reciting chapter and verse on what it delivers now as against decade ago, and for how much less.

COCA-COLA Co. working on musical show as summer replacement for Edgar Bergen on CBS. No summer substitute planned for NBC thrice-weekly Morton Downey series. Beverage firm studying TV for autumn and return to radio co-op in 1951.

FINAL DRAFT of FCC staff study of transit radio reportedly submitted to top staff executives for approval. It recommends finding that transit radio is not "broadcasting" within meaning of current rules.

MGM, through Donahue & Coe, New York, planning augmented radio spot announcement campaign for its latest release "Annie Get Your Gun" beginning about May 1.

PLANS for disposition of WCON-TV under merger of *Atlanta Journal* and *Constitution* understood to be near completion. Atlanta Newspapers Inc., proposed merger firm acquiring *Journal's* WSB-AM-FM-TV, may seek WCON-TV's Channel 2 (54-60 mc) facilities, 1,000-ft. tower and transmitter plant for use by WSB-TV. WCON-FM also included. When WCON-FM-TV are licensed, WSB-TV's Channel 8 (180-186 mc) license would be given up and present WSB-FM dropped. WCON-AM permit is to be dropped. Several groups reportedly interested in WCON's 550 kc, 5 kw assignment. Fort Industry Co.'s WAGA Atlanta filed for it last week (see story page 20).

VYING WITH successful premiere of RCA's all-electronic full color tube in Washington last week (see page 44) was remarkable fidelity of simultaneous reception on black-and-white receiver. Brig. Gen. David Sarnoff, RCA chairman, supplied answer: RCA's color transmitting system makes possible the exceptional black-and-white picture—not receiver, a conventional model.

BBDO, NEW YORK, planning spot announcement campaign for Lever Bros. Jelke's Good Luck margarine in 30 markets starting in April. Contracts are for six weeks.

OVERWHELMING MAJORITY of response to recent NAB Research Department survey to all TV licensees confirms principle that new

(Continued on page 90)

Upcoming

April 3-5: Color Television hearings resume, Dept. of Commerce Auditorium, Washington.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.

(Other Upcomings on page 68)

Bulletins

FCC EXAMINER J. Fred Johnson Jr., conducting FCC hearings on G. A. (Dick) Richards' news policies in Los Angeles, said Friday afternoon he would call recess upon completion of FCC's direct presentation, expected not later than early this week. Resumption date not known. Earlier estimates indicated it may be in September. (See early story page 18.)

TV INDUSTRY PROBLEMS COVERED AT AAAA MEET

ARRIVAL of television in large markets draws advertisers' contacts away from network and local radio as well as from newspapers and other local media such as car cards, TV panel of American Assn. of Advertising Agencies was told Thursday night at Greenbrier Hotel, White Sulphur Springs, W. Va. (see main AAAA convention story page 15).

Main interest of agency executives at TV sessions centered on conversion of radio personnel to servicing video accounts.

Leonard T. Bush, Compton Advertising, New York, reported on radio-TV panel held by Assn. of National Advertisers at Homestead Hotel, Hot Springs, Va. (see ANA story page 15). Fairfax M. Cone, Foote, Cone & Belding, Chicago, presided at AAAA TV sessions with J. Davis Danforth, BBDO, New York, as moderator. Other panel members: Myron P. Kirk, Kudner Agency, New York; Henry G. Little, Campbell-Ewald, Detroit; John U. Reber, J. Walter Thompson Co., New York; Walter Craig, Benton & Bowles, New York; Roland Gillett, Young & Rubicam, New York.

Mr. Craig presented film showing major types of TV commercials.

At Friday AAAA session Ben Duffy, BBDO, New York, said 2% cash discount not accepted by over 90% of radio stations and pointed to "dangerous confusion" among TV stations on this discount. He noted that radio and television allow 15% agency commission even to agencies not set up "to give well-rounded service."

STROTZ DENIES NBC SPLIT

SIDNEY N. STROTZ, administrative vice president in charge of NBC Western Division, said Friday that reports he would leave network as result of NBC Hollywood organizational changes were "wholly unfounded" (see story page 20).

Business Briefly

COLUMBIA PROMOTION ● Columbia Records allocating approximately $2.5 million in advertising to promote its 33⅓ rpm records. Firm will sponsor half-hour of *The Show Goes On*, hour-long program featuring Robert Q. Lewis on CBS and CBS-TV from April 2 through June 18, resuming Sept. 24. Agency: McCann-Erickson, New York.

CO-OP CAMPAIGN ● Truscon Steel Co. (steel products), Youngstown, Ohio, to start cooperative advertising program for dealers. Spot announcements to be used.

NIELSEN, HOOPER NAMED IN $2.5 MILLION SUIT

SINDLINGER & Co., Philadelphia, operators of Radox, audience measurement system, filed $2.5 million damage suit against A. C. Nielsen Co. and C. E. Hooper Inc., charging them with conspiracy to monopolize trade, with "malicious and unlawful interference" with Sindlinger's business rights, and accusing Nielsen company of illegal filing of patent applications.

Suit, filed in U. S. District Court, Eastern Pennsylvania, alleged that Nielsen company, knowing that certain applications for patents on electronic measuring devices were about to be filed by Radox, filed patent applications of its own, blocking Radox patent plans. Patent dispute now pending in U. S. patent courts. Additionally, suit alleges defendants circulated "false rumors" about Radox, and "adopted a concerted system in furtherance of their monopolistic practices aimed at the discrediting of plaintiffs. . . ."

Suit described recent sale of part of Hooper service to Nielsen as granting "complete monopoly in the field of national network ratings" to Nielsen. It seeks injunction preventing continuance of alleged acts and invalidation of all contracts entered into by Nielsen and Hooper with customers since January 1946—date Radox alleges it began experimentation.

ABC PROMOTES BLAIR

LEONARD BLAIR, associated with ABC as a director of both sound and TV shows since 1947 in New York, named program manager of ABC's Central Division effective April 15. He succeeds Harold Stokes, resigned. John H. Norton Jr., vice president of ABC in charge of Central Division, said Mr. Blair will be in charge of standard broadcast programming for division and also WENR, ABC's O & O Chicago outlet. Mr. Norton also disclosed that A. J. Koelker, former Central Division manager of program sales development and station relations, who resigned last year, has rejoined Central Division as account executive in network sales.

DAVID IS WPTR MANAGER

RUSS DAVID, vice president in charge of engineering of WPTR Albany, has been appointed general manager succeeding Fred A. Ripley, resigned.

XUM

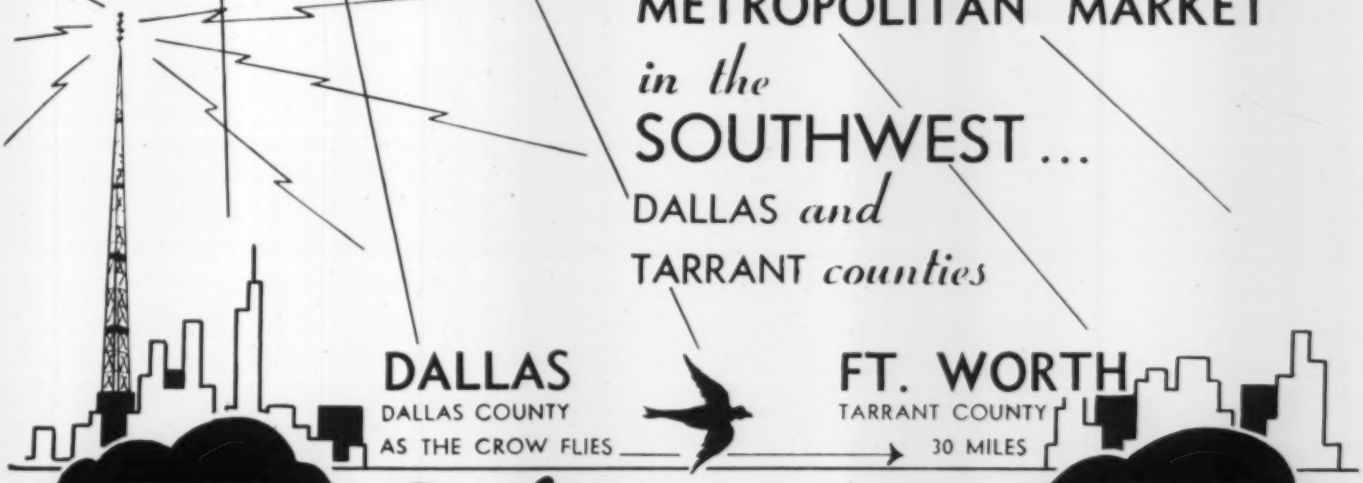
COVERS TEXAS
LIKE THE SUNSHINE

STATIONS

KRLD AND KRLD-TV

Straddle

THE LARGEST *Combined*
METROPOLITAN MARKET
in the
SOUTHWEST...
DALLAS *and*
TARRANT *counties*



POPULATION
560,000
RETAIL SALES
$799,204,000

SALES MANAGEMENT
1949 SURVEY

Exclusive AM and TV
CBS STATIONS
For Dallas and Fort Worth
50,000 WATTS
STUDIOS IN DALLAS AND FORT WORTH

POPULATION
354,600
RETAIL SALES
$430,999,000

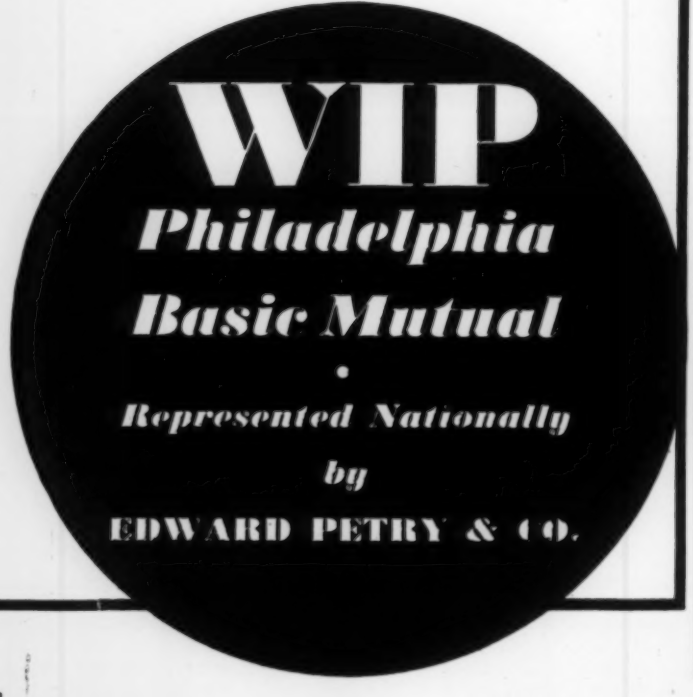
SALES MANAGEMENT
1949 SURVEY

That Is Why **KRLD** *Is Your Best Buy*

AM • FM • TV

THE BRANHAM CO., *Exclusive Representatives*

On her morning Chatter-Bar program Mary Biddle, WIP's Women's Director, offered a little booklet called "How To Eat and Grow Slim," thinking that a few hundred women might be interested. She was right . . . over 27 hundred asked for it!



BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

BLACKBURN-HAMILTON COMPANY

are the ONLY Radio Station and Newspaper Brokers in the United States with offices on the East Coast, in the Middle West and on the West Coast!

A NATION-WIDE SERVICE AVAILABLE TO YOU

The individual Seller or Buyer is limited to his personal contacts in the radio and publishing industry. The BLACKBURN-HAMILTON COMPANY, with offices on the East and West Coasts and in the Middle West, acting as the confidential intermediary, assures the Seller and the Buyer of choice contacts selected by means of national surveys and area-office associations. Experience in negotiating the sale of newspaper plants and radio stations in all sections of the United States, emphasizes the value and need of BLACKBURN-HAMILTON COMPANY'S exclusive media brokerage service.

When a radio station or newspaper becomes available for sale through BLACKBURN-HAMILTON COMPANY, a thorough analysis of both the property and the market is made. Having accumulated a large number of qualified prospective buyers, these files are then carefully studied for the most desirable purchaser. In some cases, national advertising and direct mail will be used to achieve the widest possible coverage in developing the most qualified buyer. This preliminary work leading up to a sale is done on a confidential basis and the identity of the property is not revealed until negotiations have reached a definitely serious stage.

The BLACKBURN-HAMILTON COMPANY has handled millions of dollars worth of newspaper and radio station properties ranging in price from $15,000.00 to well over $1,000,000.00. We are equipped to render the same specialized service for transactions in all price brackets.

LAST MONTH...

The BLACKBURN-HAMILTON COMPANY handled transactions in Florida, Rhode Island, Michigan, Wisconsin, Iowa, Illinois and California for Sellers and were in touch with hundreds of Buyers located in 33 states.

LAST YEAR...

The BLACKBURN-HAMILTON COMPANY handled the sales of large daily papers, weekly newspapers, small and large radio stations in 27 states and were in touch with buyers from practically every state in the Union and some foreign buyers interested in properties. Only a nation-wide organization could have rendered this service for the radio and publishing industries.

APPRAISALS

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enables BLACKBURN-HAMILTON COMPANY to make accurate, impartial appraisals in minimum time.

NEGOTIATIONS

The advantages of an experienced intermediary are particularly valuable during the final negotiations in guiding a sale to a mutually agreeable conclusion. In the matter of tax problems, legal and transfer papers, the BLACKBURN-HAMILTON COMPANY cooperates fully with tax counsel and attorneys for both the Buyer and Seller. The handling of a large volume of sales passes on to both Buyer and Seller helpful experiences of others.

FINANCING

Sound requirements for financing are given careful consideration and every effort is made to assist clients in making fair and adequate financial arrangements in connection with newspaper and radio properties.

N.A.B. CONVENTION • CHICAGO • APRIL 12-19

Representatives of each of our offices will attend the meeting. Drop a note now to the nearest BLACKBURN-HAMILTON COMPANY office and we will set up an appointment for your convenience, or contact us at suite 1300-1301-1301A in the

HOTEL STEVENS, CHICAGO, AT N.A.B. TIME

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. • James W. Blackburn, Washington Bldg., Sterling 4341
CHICAGO • Harold R. Murphy, 333 North Michigan, RAndolph 6-4550
SAN FRANCISCO • Ray V. Hamilton, 235 Montgomery Street, EXbrook 2-5672

This is Jean Joyce,

"Killian's Personal Shopper." She presents commercials written by Beulah Marsh of Killian's, Cedar Rapids' leading department store. Beulah and Jean are one and the same—have been ever since the store's 9 a.m. news program started 16 years ago (which makes it the second oldest continuously sponsored newscast in radio history).

This is A. L. Killian,

Chairman of the Board of Killian's. He knows that 75% of Cedar Rapids' morning listeners hear WMT (from a questionnaire recently mailed to 10,000 charge account customers); that Cedar Rapids' "Homes Using Sets" in the a.m. is 71% above the national average; that WMT covers the store's entire trading area (from mail stimulated by "The Wishing Well," Killian-sponsored afternoon program).

This is Bill Quarton,

WMT's general manager, who originally handled the Killian account as a salesman. Bill can quote statistics like an electronic computer—but they all prove the same two things—Eastern Iowa is a lush market for advertisers; WMT is the sellingest station in Eastern Iowa. Ask the Katz man for full details.

This is Eastern Iowa . . .

5000 watts
600 kc
Day & night

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

Agencies

ALVIN J. HETFIELD, formerly management and sales consultant, appointed president of Van Diver & Crowe Inc., New York. He succeeds **VERNON H. VAN DIVER Sr.,** founder of agency, who continues as vice president.

MARJORIE CHILD HUSTED, former director of "Betty Crocker" home service department of General Mills, today (April 3) appointed advisor on consumer service for Dancer-Fitzgerald-Sample, New York. Mrs. Husted, who had served as consultant to Dept. of Agriculture and Bureau of Home Economics, was last year honored as "Advertising Woman of the Year" by Advertising Federation of America.

Mrs. Husted

BENTON & BOWLES, New York, because of expanding television activity, beginning April 15 will divide its television production into two departments. **HERBERT LEDER** will head television film department of agency and **MURRAY BOLEN,** of agency's Hollywood office, will come East to head television live department.

JACK ROME, formerly with Roy S. Durstine Inc., joins Biow Co., New York, as account executive for Philip Morris (tobacco) group.

HARRIET LINGO appointed account executive for Wasser, Kay & Phillips Inc., Pittsburgh. She formerly was public relations director of Christian Rural Overseas Program campaign to collect Friendship Food. Before that she was promotion manager of KMA Shenandoah, Iowa.

MAPLE Assoc., Chicago, changes name to **Robert Bruce Hicks Adv.,** and moves to larger quarters on ninth floor of Douglas Bldg., 20 E. Jackson Blvd., Chicago 4. Telephone: HArrison 7-6848.

JACK MILLER, formerly with Patch & Curtis, Long Beach, Calif., joins Denman & Betteridge Inc., Detroit.

JOSEPH P. QUIN Jr. elected vice president of Philip Ritter Co., New York.

CAROLYN FITTS, formerly with Benton & Bowles, New York, joins talent and program development department of Young & Rubicam, Hollywood.

ELIZABETH WENBERG, formerly with Walter McCreery Inc., San Francisco, joins copy department of Guild, Bascom & Bonfigli, same city.

BOB NYE, with radio department of Foote, Cone & Belding, Los Angeles, is the father of a boy, Robert Gerald Jr.

EVERARD W. MEADE, vice president and radio and television director, Young & Rubicam Inc., is in Hollywood for 10-day conferences.

New Addresses: LAWRENCE S. STEIN, Chicago advertising and public relations firm, moves to 116 S. Michigan Ave. Telephone: ANdover 3-1977. **ELLSWORTH ROSS Adv.,** Los Angeles, incorporates as Ellsworth Ross Inc. and moves to larger quarters at 3719 Wilshire Blvd. Phone is Dunkirk 8-3608. **VANCE SHELHAMER ADV. Inc.** moves to new quarters in Northern Life Tower (Room 1708), Seattle 1. Phone remains MAin 7056.

SPONSOR and agency confer with Alan Young in New York on the comedian's new CBS series (l to r): V. G. Carrier, assistant manager, Esso Standard Oil Co. advertising-sales promotion department, sponsor; Mr. Young, star of show; R. M. Gray, Esso's advertising-sales promotion manager, and Curt A. Peterson, radio director, Marschalk & Pratt Co., Esso agency.

This summer walk off with a pretty profit!

You can make your sales grow this Summer and stay in full bloom all through the year. By putting your product on WCCO *all year round* ... Fall, Winter, Spring *and Summer.*

That's because your customers in WCCO's rich Northwest territory spend more than $686,000,000 in retail sales during June, July and August. And you can reach them at a *low* Summer cost-per-thousand!

No wonder 60 big national spot and local advertisers (25% more than the year before) stayed on WCCO *all year round* last year. Without a Summer hiatus. They found that in the Twin Cities WCCO commands an average Summer daytime Hooper of 6.5. And now delivers 42% *more* Summer radio-families-per-dollar than in 1946!

To walk off with a pretty profit, ask us or Radio Sales about a hot WCCO sales-personality (like Larry Haeg, for example). And watch WCCO send your sales *up* with the temperature!

50,000 watts • 830 kilocycles
Minneapolis—St. Paul **WCCO**
Represented by Radio Sales
Columbia Owned

WGY completely blankets these 16 metropolitan markets*

AND...

Many other markets between and beyond

*HOOPER SURVEY, JANUARY, 1950

Metropolitan population of 16 Market Area—1,247,000 (Approximately the same as Baltimore's Metropolitan Area).

Retail trading zone population of the 16 Markets numbers 1,843,556 (Source: Audit Bureau of Circulations.)

Represented Nationally by NBC Spot Sales

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

New Business

HYGRADE FOOD PROD. Corp., Detroit, will begin radio and television campaign in major markets through Doyle Dane Bernbach Inc., Detroit. Stations not yet set.

MANHATTAN SOAP (Sweetheart and Blue White soaps), through Duane Jones, New York, signs six markets for spot campaign of 15 spots per week on Transit Radio. Contracts are effective April 19. GENERAL FOODS (Birdseye Frosted Foods), through Young & Rubicam Inc., purchases 15 spots weekly on Transit Radio. CANADA DRY Co. orders initial schedule of 18 spots per week for 52 weeks, on Transit Radio, starting with Worcester, Mass., on bottler co-op basis, indicating other markets will be added. Agency: J. M. Mathes, New York.

MINUTE MAID Corp., New York, appoints Ted Bates Inc., same city, to handle its advertising.

ROOSEVELT-FOR-GOVERNOR HEADQUARTERS, Los Angeles, starts ten-week series for Candidate James Roosevelt on ten CBS California stations, Friday, 7-7:15 p.m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

McCORMICK "Bee Brand," Baltimore (insect powder), through agency, Sullivan, Stauffer, Colwell & Bayles, New York, started one-minute spot announcement campaign April 1 in number of Southern markets.

WILDROOT Co., Buffalo, sponsoring *What's the Name of That Song* on 53 Don Lee-MBS western stations for two years, to use national TV spot after end of current cycle in May. Agency: BBDO, New York.

GUITARE LIPSTICK Inc., Los Angeles (non-smear lipstick), increasing television programming with start April 7 of half-hour weekly *Star Gazing* on WOR-TV New York; and April 9 with half-hour weekly *Grab Your Phone* on KPIX (TV) San Francisco. Both contracts for 26 weeks. Firm currently has *Star Gazing* on WGN-TV Chicago and *Your Handwriting Speaks* on KLAC-TV Hollywood. Guitare plans to extend half-hour programming during next three months into 11 other markets including Boston, Philadelphia, Detroit, Pittsburgh, Cleveland, St. Louis, Washington, Baltimore, Cincinnati, Milwaukee, Seattle. Agency: Raymond Keane Inc., Los Angeles.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., purchases *Van Patrick's Sports Scripts* three times weekly over WJR Detroit. Fifteen-minute program will be supplemented by other sports show on WFDF Flint, plus spots and chain breaks on several upstate stations. Agency: Ruthrauff & Ryan, Detroit.

DICTOGRAPH PRODUCTS Inc., New York, appoints Atherton Adv., Los Angeles. Radio will be used.

Network Accounts • • •

EMERSON DRUG Co., Baltimore (Bromo Selter), begins sponsorship April 24, of *Hollywood Star Playhouse*, CBS, 8-8:30 p.m., EST. Show will replace *Inner Sanctum*, sponsored by Emerson for the past four years, and will originate in Hollywood. Agency: BBDO, New York.

FRANK H. LEE Co. (men's hats) renews sponsorship of *Robert Montgomery Speaking*, over ABC, for 42 additional weeks, effective Aug. 24. Program is heard Thursday, 9:45-10 p.m., EST, and was signed through Grey Adv., New York.

ANHEUSER-BUSCH Corp., St. Louis (Budweiser beer), which now sponsors *Ken Murray Show* on CBS-TV alternate Saturdays, 8-9 p.m., buys weekly schedule of same show, same time period, beginning next October after summer hiatus (June-September). Agency: D'Arcy Adv., St. Louis.

FRIGIDAIRE DIV. of General Motors, which is sponsoring special NBC-TV Easter show with Bob Hope, April 9, 4:30 to 6 p.m. CST, orders additional 11 stations to carry it by kinescope. Total is 27 cable and 28 non-cable cities. Agency: Foote, Cone & Belding, Chicago.

PETER PAUL Inc., Naugutuck, Conn., (Candy) and Taylor-Reed Corp., Mamaroneck, N. Y. (Cocoa-March Syrup), purchase portions of *Magic Cottage*, children's program heard Monday through Friday, 6:30-7 p. m. on DuMont network. Candy company, through Maxon Inc., New York, will sponsor final half of program on Wednesday beginning April 5, while Taylor-Reed, which placed contract direct, sponsors full half-hour segments on Monday, Tuesday, Thursday, Friday, and first 15-minute portion on Wednesday.

MAIDEN FORM BRASSIERE Co., through William H. Weintraub & Co., New York, renews sponsorship of *Vanity Fair*, Monday, Wednesday and Friday, 4:30-5 p.m., over three CBS-TV stations, effective April 17.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

... agriculturally rich

Diversity is the keynote of the Chehalis employment "family", and with this diversity goes stable buying power . . . GROWING buying power YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Consider these few representative facts about Chehalis that in themselves spell success for the advertiser who captures this rich market: Surrounding resources of timber, minerals, and cheap power . . . four lumber mills, two fern packing companies, a crude drug plant, a cannery, a plant of one of the country's great food companies . . . well on its way to becoming the Turkey Capital of America . . . 85 per cent of homes owned by their occupants.

KGW's COMPREHENSIVE COVERAGE DELIVERS CHEHALIS . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

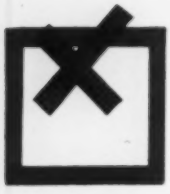
NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING WINS AGAIN !...

A VOTE OF



It's happened again!

Once more a whole survey-load of key advertisers and agencies have voiced their preference for BROADCAST-*TELECASTING!*

It came about this way: Big 50,000-watt WTOP in Washington, D. C., wanted to prove to itself just which publications are counted on most by leading radio advertisers and advertising agencies.

We didn't know a whisper about the survey until all the ballots had been counted. And guess what? BROADCASTING's whopping win (as usual) was overwhelming, conclusive and unmistakably significant!

BROADCASTING was first choice by 196% !

But who's surprised? It's been that way for some 20 years now. BROADCASTING, again and again, is the top choice of radio's top people—the ones who decide how to spend advertising dollars. This brand-new survey just beats the terrific truth home harder than ever.

And the truth, gentlemen, is this: *If you're wooing a bigger share of advertisers' budgets . . . tell 'em about yourself in BROADCASTING!*

IN A SURVEY OF ADVERTISERS AND AGENCIES

CONFIDENCE

Want the facts?

This is what the promotion manager of WTOP asked 800 advertisers and agency folk: "*Which publications (editorial and/or service) would YOU use if you were in my place trying to reach YOU? Please check first and second choices.*"

The results: *BROADCASTING was first with 196% more votes than the runner-up, a general advertising weekly; 392% more than the third choice, a radio publication.*

Remember,

we had nothing to do with all this

EXCEPT publish a magazine that consistently provides the best coverage of all phases of radio and TV . . . that offers the most reliable reporting and authoritative comment . . . that aggressively promotes broadcasting as America's greatest medium . . . that supplies advertisers and agencies with the kind of information they value most about the business of broadcasting. Only because of all this do we have any responsibility for the outcome of WTOP's very illuminating survey.

It's reason enough, though, for us to repeat that BROADCASTING-*TELECASTING* is your best route to the attention of men and women who make time-buying's biggest decisions. *Want to share their vote of confidence with us?*

"B. B. D. & O. say they're interested"

Yes, sir! The big boys are nibbling! The blue chips are falling on the table! Because big advertisers insist on *low-cost results*.

Have you got a pet account in your shop that would like to make a killing in the rich Baltimore market? There's a sure-fire way in radio.

You just buy W·I·T·H, the BIG independent with the BIG audience. Then you're sure to get more listeners-per-dollar than from any other station in town. W·I·T·H delivers what the blue chip accounts really want—those *low-cost results!*

Call in your Headley-Reed man for the whole W·I·T·H story today.

W·I·T·H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* **HEADLEY-REED**

BROADCASTING
TELECASTING

Vol. 38, No. 14 WASHINGTON, D. C., APRIL 3, 1950 $7.00 A YEAR—25c A COPY

ANA Rates, Verified Radio-TV Research Chief Topics; Agencies Name Cone, Brockway and Wolfe AAAA

By J. FRANK BEATTY

THE NATION'S advertisers want broadcasters and telecasters to show them exactly what they can get for their advertising dollars, based on verified research data.

Executives who spend a heavy share of the nation's $5 billion advertising budget made this clear at the annual spring meeting of the Assn. of National Advertisers, held at The Homestead, Hot Springs, Va., Wednesday through Friday. They joined Friday night and Saturday with the American Assn. of Advertising Agencies in sessions held at the Greenbrier Hotel, White Sulphur Springs, W. Va. (see separate story this page).

All through the three-day program the subject of radio and television spiced the discussion, with emphasis on cost of buying the electronic media as compared with printed media and frequent concern over where TV money is coming from, as well as what TV's growth is doing to aural radio and other media.

Panel Is Highlight

Peak of the radio-television discussions came Thursday afternoon during an off-the-record panel in which all elements of the advertising industry participated. There the whole radio-TV controversy was laid wide open. By the time the advertisers had finished, it was clear they had been impressed with statements covering radio's permanence in the media field, TV's extensive support from new advertising sources and the prospects of TV as a basic national advertising medium.

The radio-television panel was moderated by A. N. Halverstadt, Procter & Gamble Co. Panel members included H. M. Chapin, General Foods Co.; D. W. Stewart, Texas Co.; Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCann-Erickson; A. C. Nielsen, head of the research firm bearing his name.

It was made clear to the advertisers that radio will always be an effective low-cost advertising medium. The 80 million sets in over 40 million homes just won't be silenced, it was pointed out. On radio's behalf, it was suggested that many programs and many periods of the day will always be effective. News, comedies, drama, mysteries, special events and other programming will hold the public's attention in the future as they have in the past and radio itself will always have a substantial audience, the ANA members were told.

As expected, the questioning mostly centered around television. Curiosity ran high on the prospects of lifting the "freeze" and providing TV service to rural areas. Color fascinates many advertisers, judging by the questioning, but they were warned of the complications that will cause its delay despite such developments as the tri-color tube.

Effectiveness of television is shown by a new study based on some 3,000 TV owners and non-owners, carefully selected, according to one broadcast member of the panel. The study shows that people with TV sets buy more advertised brands than those without TV.

The advertisers were assured

(Continued on page 87)

TOP OFFICERS elected by the AAAA last week in its meeting at White Sulphur Springs, W. Va., are (l to r): Fairfax M. Cone, board chairman of Foote, Cone & Belding, Chicago, as chairman of the board of directors; Louis N. Brockway, executive vice president of Young & Rubicam, New York, vice chairman; Ralph L. Wolfe, president of Wolfe-Jickling-Conkey Inc., Detroit, secretary-treasurer.

THE ADVERTISING industry, along with the rest of the business world, must unite with government to strengthen the nation's economy and lead the public into a solid front for the cold war, the American Assn. of Advertising Agencies was told at its Thursday-Saturday convention held at the Greenbrier Hotel, White Sulphur Springs, W. Va.

Though much of the agency executive's time was spent in detailed analysis of broadcasting and television as effective means of selling goods, the convention took on a sombre international hue Friday night and Saturday as the agency delegates met jointly with the Assn. of National Advertisers (see ANA story this page).

Elect Officers

Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, Chicago, was elected chairman of the AAAA board of directors during Thursday's sessions. Elected vice chairman was Louis N. Brockway, executive vice president of Young & Rubicam, New York, and Ralph L. Wolfe, president of Wolfe - Jickling - Conkey, Detroit, was elected secretary-treasurer.

Mr. Cone succeeds Clarence B. Goshorn, president of Benton & Bowles, as head of AAAA.

Others elected were:

Directors-at-Large

John P. Cunningham, executive vice president of Cunningham & Walsh, New York (re-elected to fill Mr. Brockway's unexpired term).

Gordon E. Hyde, president of Federal Advertising Agency, New York.

Earle Ludgin, president of Earle Ludgin & Co., Chicago.

Henry M. Stevens, vice president of J. Walter Thompson Co., New York.

Directors Representing AAAA Sectional Councils

New York Council: J. Davis Danforth, executive vice president of BBDO, New York.

New England Council: Edward F. Chase, vice president of Harold Cabot & Co., Boston.

Atlantic Council: Wesley M. Ecoff,

(Continued on page 16)

* * *

FORD CONTINGENT relaxes at the ANA meeting. L to r: Wilbur Donaldson, representing dealers; Gordon Eldredge, Ben Donaldson and Del Everett (other ANA pictures on page 16).

* * *

THREE BIG radio users at Homestead (l to r): Robert B. Brown, Bristol-Myers; Andrew C. Quale and Howard M. Chapin, General Foods; Albert Brown, Best Foods.

ANA DELEGATES talk with Paul B. West, association president. L to r: Wesley I. Nunn, Standard Oil Co. (Ind.); Mr. West; George Mosley, Seagram Distillers; J. R. Warwick, Warwick & Legler agency; Lee Waddington and Herbert S. Thompson, Miles Labs.

HOMESTEAD quintet at the ANA sessions included (l to r): E. F. Kalkhof, American Oil Co.; Fritz Haupt, Stanley H. Manson, Stromberg-Carlson; Frank Iula, American Oil; Frank Tucker, B. F. Goodrich Co. Sessions were held later in week with AAAA.

AAAA

(Continued from page 15)

president of Ecoff & James, Philadelphia.

Michigan Council: J. L. McQuigg, vice president of Geyer, Newell & Ganger, Detroit.

Central Council: Henry H. Haupt, vice president of BBDO, Chicago.

Pacific Council: George Weber, vice president of Mac Wilkins, Cole & Weber, Seattle.

Continuing in office are the following directors-at-large:

Robert D. Holbrook, president of Compton Advertising, New York.

Winthrop Hoyt, chairman of the board of Charles W. Hoyt Co., New York.

Abbott Kimball, president of Abbott Kimball Co., New York.

Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield, New York.

Albert W. Sherer, vice president of McCann-Erickson, Chicago.

Focal point of the radio-television discussions came with the talk of Albert S. Dempewolff, Celanese Corp. of America, who presented a detailed analysis of Broadcast Measurement Bureau's study No. 2 (see separate account of Mr. Dempewolff's speech on page 21).

But the entry of overall business and diplomatic problems into the discussions provided a striking contrast to the usually clinical advertising sessions normally held by the AAAA.

Vergil D. Reed, associate director of research, J. Walter Thompson Co., described the 1950 decennial census from the marketing viewpoint. The count of television homes is one of the two new questions in the housing portion of the census, which also includes the usual radio homes tabulation. The second new item is the number of homes with kitchen sinks, he said.

Louis N. Brockway, vice chairman of The Advertising Council and chairman of its executive committee, said the Council's role is "a social obligation to the public weal" and added that it had supported 13 major campaigns and helped 23 others. The Council's work "is developing a new regard and attitude toward advertising," he declared.

Council Supported

In the Council's drive to promote understanding of the American economic system, the support included 2.5 billion radio listener impressions, he said. He cited support for a forest fire prevention drive and also the work being done by Benton & Bowles as task agency for the 1950 census.

Elaine Carrington, script writer, answered criticism of daytime serials by pointing to the intense attention they receive from listeners. She said the purpose of a radio serial is merely "to entertain listeners."

Every segment of the advertising industry must be alert to do its part in the current crisis, agency-advertiser executives were told. It was a straight-from-the-shoulder warning that the country faces dangers more serious than those of a decade ago, and the advertising industry once again must rally the nation behind a united effort to preserve business and democratic institutions.

Combined Meeting in '41

In the merged conventions were several hundred advertising executives who vividly remembered their historic 1941 meeting in the same Alleghany hills, a meeting that resulted in creation of the most potent non-military weapon in the nation's history — the combined effort of all advertising to unite the people in a fight for their very existence.

Not since that time had the two advertising associations met in joint conclave. Secretary of Commerce Charles Sawyer, completing two years in that key government post, spoke plain words to the group as he laid out the course they must follow. Secretary Sawyer spoke as a businessman of long experience, including ownership of two broadcast stations—WING Dayton and WIZE Springfield, Ohio.

His words brought reassurance to many advertising executives who have been concerned over hostile treatment at the hands of some governmental agencies.

Unhampered by Secretary Sawyer's official restraints, Stuart Peabody, Borden Co., chairman of the new Commerce Dept. Advertising Advisory Committee, keynoted the situation in this way: "Nine years ago we seemed to be standing on the verge of the most serious crisis yet to threaten the country. Today I think we all sense that we face an even greater one.

"Advertising responded to the last challenge and performed beyond the hopes of any one at that really historic meeting in 1941. Advertising can and must rise to this one. . . ."

America will grow stronger and richer in the next half-century if our interests and energies are balanced, Mr. Sawyer told the joint meeting, but "if we magnify our differences . . . America may go down in ruins; a traveler in the year 2000 who searches for the Washington Monument—that symbol of our unity and strength—may find only a pile of charred and broken granite."

Business' Role

In his two years as Secretary of Commerce, Mr. Sawyer said. he has been working to help American business in the belief that the capitalist system depends upon the continued successful operation of business. On the other hand, he said business must continue "its great contribution to our prosperous living, and it must by some method acquaint the American people with the extent and value of that contribution."

Advertising plays a part in each field, he said, explaining he is not "one of those who think that advertising is an adventitious appendix of American business."

Adds Stimulus

On the other hand, he continued "business would be a shrunken and pitiable thing if it had not enjoyed the stimulus and the strength of advertising.

"To appraise properly the value of advertising one need only ask what would become of American business without advertising—if no housewife knew what was being made or offered for sale except as she found it while she wandered through a store by herself. Even a display in a window or a sign on a store is advertising; those things would not be done if we abolished advertising."

Mr. Sawyer declared he had formed the Advertising Advisory Committee because of his faith in advertising. Main task of this group, consisting of leaders in the advertising business, is "to suggest ways to improve the services of the Dept. of Commerce to advertising," he added.

Already this group is working on a survey of department services, Mr. Sawyer said, and he feels the group will find ways by which business and government can serve the public more effectively.

Reaction of Prices

Reviewing the achievements of American business in improving living standards and setting "the tempo of our living," he cited instances in which prices are being reduced and products improved in quality.

"To contemplate the collapse or even the weakening" of American business—$200 billion or four-fifths of the national income in 1949—"is frightening," he declared. For the most part the growth of business has been healthy and normal, drawing the envy of the world.

Reviewing achievements of the Advertising Council in using the forces of advertising to help solve national problems and make democracy work, Mr. Sawyer said all business "should drop indifference or hostility to other segments of our life—including the government—and ask what they can do to help solve national problems and make democracy work."

"Agriculture and labor exercise the great political power at this

(Continued on page 75)

Drawn for BROADCASTING by Sid Hix

"No, Mr. Sadowski, S 1973 is the number of my bill NOT the date I wanted it passed!"

WFIL CUT PREMATURE

Say Representatives

EARLY reactions to WFIL Philadelphia's cutback in its AM nighttime rates, in the face of TV's growing impact [BROADCASTING, March 27], generally reflected a note of caution and "don't sell radio short" feeling among some station representative officials in New York last week.

While nearly all representatives contacted conceded that radio eventually must revise downward its present rate structure to meet video's increasing share of the broadcast audience, some officials thought such action "premature" at this time. Others felt otherwise, pointing out that economic necessity dictates a drop in AM nighttime rates commensurate with radio's loss of audience in such TV markets as Philaldelphia.

Timebuyers' Reaction

Agency timebuyers contacted described WFIL's action as justifiable, unsurprising and not only inevitable but necessary, citing the present differential in certain markets between day and night rates in the face of TV's inroads. Some felt it was time for radio managers, as one timebuyer put it, to "take a more realistic look at their rate structure."

WFIL Saturday put into effect its reclassification of Class A and Class B radio time periods, dropping nighttime rates and coincidently boosting its daytime rates. Move was intended to establish the rates for both on a more equitable basis.

Sample quotes from radio representative firms:

Frank Headley, H- R Representatives Inc.—"Our organization and station clients strongly feel that AM radio still is the greatest advertising medium. Generally speaking, this is neither the time nor the place to reduce AM nighttime rates."

George W. Bolling, the Bolling Co. Inc.—"Radio has been underselling itself on a cost-per-1000 basis. Television hasn't affected radio listening to such an extent that AM stations should cut their rates. When newspapers begin to decrease their rates because of loss of circulation, then that will be the time for such action by the radio industry. Of course, ultimately, the AM rate nighttime structure will have to be revised."

Jones Scovern, Free & Peters—"Radio is selling at a reasonable figure and two out of some 2,200 stations cutting rates in the United States doesn't indicate a trend of this time."

A member of one representative firm, who declined to be quoted, thought WFIL's nighttime rate slash was a "smart thing to do in recognition of the inroads in TV markets where televiewing commands a greater share of the broadcast audience. Network radio as we know it today is bound to take a beating."

'Move Inevitable'

He observed that increase in set ownership and eventual lifting of the TV "freeze" would make such a maneuver inevitable But, he added, daytime radio will be an important factor. Furthermore, there's a beginning of a trend whereby some large advertisers are moving their radio programming in heavy TV markets to daytime hours, he noted.

Agency comments:

Charles Wilds, head radio timebuyer, N. W. Ayer & Son—"With television cutting deeply into nighttime listening in certain markets the present differential between night and day radio rates is getting harder to justify. Sooner or later most radio managers will have to take a more realistic look at their rate structure."

Stanley Pulver, timebuyer, Dancer-Fitzgerald-Sample — "As television cuts into total listening to nighttime radio, some type of parallel rate reduction seems not only inevitable but necessary in order to continue to provide an efficient AM value for the advertising dollar."

George Kern, director of radio and television timebuying division of Benton & Bowles—"It is the sort of thing that doesn't come as a complete surprise. When we see the recent rating reports on radio and television we can expect more of it."

FOOTE ON LEAVE

Belding Becomes FC&B Head

EMERSON FOOTE, president and founder of Foote, Cone & Belding, New York, has taken a one-year leave of absence. Don Belding, who has been chairman of the executive committee and head of the Los Angeles office, has become president, until the return of Mr. Foote. The executive committee post will remain vacant.

Mr. Foote

Mr. Belding told BROADCASTING he plans to "spend considerably more time in the East" than he has in the past two years. He also explained that Mr. Foote had been working too hard and needed a rest. Mr. Foote is in Bermuda.

Peter Franceschi, FC&B's vice president and general manager of the agency's international division, will take over that department which Mr. Foote also headed. Louis Dillon will continue as executive vice president of the division.

All other posts at Foote, Cone & Belding will remain the same.

NAB EQUIPMENT SHOW

World's Largest

WORLD's largest exhibit of heavy and light broadcast equipment will be on display at the Hotel Stevens, Chicago, during NAB Convention Week April 12-19.

Newest developments in transmitting and antenna equipment along with studio accessories and late-model recording devices will be shown to delegates during the week. Exhibits will open Wednesday, April 12, when the NAB Engineering Conference gets under way as first feature of the annual industry get-together.

Heavy equipment will be shown in the Stevens Exposition Hall, on the basement level, with nearly 30,000 feet of space occupied by booths and services. Lighter equipment and services will center on the fifth floor, which NAB is billing as the "Magical Fifth."

Programs for main convention features were about complete at the weekend. Principal meetings are the Engineering Conference April 12-15; Independent's Day, Sunday April 16; FM Conference, Monday morning, April 17; Management Conference opening at noon, April 17, and closing Wednesday noon; TV meeting Wednesday morning as final event of the Management Conference.

Presiding at the TV session will be Dave Garroway, m. c. of the NBC-TV *Garroway-at-Large* program [BROADCASTING, March 27]. Appearing on the program with prominent television, advertiser, agency and manufacturing executives will be Burr Tillstrom and his NBC-TV *Kukla, Fran & Ollie* cast.

Mr. Tillstrom's troupe will open the meeting with a skit titled "The Morning After," with Mr. Tillstrom speaking on "A Show a Day."

The role of NAB in television will be discussed by Eugene S. Thomas, WOIC (TV) Washington, recently re-elected as an NAB TV director-at-large. His topic will be "NAB-TV." Taking part in a panel discussion will be Ernest Walling, NBC producer, speaking for networks on the topic, "I Produce It Nationally"; Robert D. Swezey, WDSU-TV New Orleans, recently re-elected an NAB TV director-at-large, speaking for stations on the subject, "I Produce It Locally"; "I Watch it," with Jack Mabley, radio-TV editor, Chicago *Daily News*, speaking for the public; "Welcome to Show Business," with a speaker to be announced.

Profit Motive Theme

Another panel will be based on the theme, "The Profit Motive." Jim Moran, of Courtesy Motor Sales Inc., Chicago, speaking for the advertiser, will have the subject "TV Has Paid Off for Me"; Marion Harper Jr., president of McCann-Erickson, will speak for the agency on "It Must Pay Off for My Clients"; William B. Ryan, KFI Los Angeles, NAB director-at-large-elect for large stations, speaking for the station on the topic, "And It Must Pay Off for Me." Ideas and questions from the floor will follow.

Robert C. Tait, president of Stromberg-Carlson Co., Rochester, is closing convention speaker. His topic is "Our Television Privilege."

Dr. Kenneth H. Baker, NAB research director and BMB acting president, will take part in the Monday morning meeting, in addition to speakers previously announced. Dr. Baker's topic will be, "How to Measure the FM Audience."

Planned for Monday afternoon is a labor-management panel with Chet Thomas, KXOK St. Louis, and Harold Essex, WSJS Winston-Salem, N. C., presenting the broadcasters' views; Daniel A. Tracy, IBEW president, and A. Frank Reel, AFRA executive secretary, speaking for labor. They will discuss special problems in broadcasters-employes relations. Judge Justin Miller, NAB president, will be moderator.

Credentials Committee

Credentials committee, which will officiate in voting of active NAB members at the business session, is made up of Edward Breen, KVFD Fort Dodge, Iowa, chairman; Leonard Kapner, WCAE Pittsburgh, and Lewis Avery, Avery-Knodel Inc. Certification cards now are in the mails for members. Non-attending member representatives may ballot by proxy. Such instructed voters must arrange for special admission cards to the general business session.

Entries for the 1950 BROADCASTING-NAB Golf Tournament to be held April 16 are being received by the Golf Committee, in care of BROADCASTING - TELECASTING, 870 National Press Bldg., Washington 4, D. C. Tournament will be held at the Tam O'Shanter course, where many of the nation's outstanding events have been staged. Blind bogey handicaps will give all entries a chance to win the two trophies. Tee-off time is 9:30 a.m., with buses leaving the Stevens at 8:45 a.m.

DETROIT PUBLIC LIBRARY

RICHARDS CASE

More FCC Witnesses Heard

CHARGES that G. A. (Dick) Richards wanted newscasters on his KMPC Los Angeles to "emphasize the things he liked and play down those he didn't" were reiterated by former employes paraded by FCC counsel through last week's sessions of the hearing on his news policies.

With the third week of the Los Angeles hearing near completion Friday, FCC counsel had not yet exhausted their list of witnesses in the case in which Mr. Richards' licenses for KMPC, WGAR Cleveland and WJR Detroit, as well as his plan to establish a trusteeship for the stations are at stake.

Tentative plans for a recess, possibly until September [BROADCASTING, March 27], remained unsettled but a decision was expected late Friday (see late developments, page 4). Examiner J. Fred Johnson Jr., conducting the hearing, had indicated need for a recess in order to take up his new duties as Chief Hearing Examiner today (Monday) and also because of other hearing assignments.

FCC General Counsel Benedict P. Cottone, however, asked FCC to require Judge Johnson to keep the hearing running. The Commission dismissed the petition on grounds that it was "premature," since the examiner had not ruled on the question of adjournment. Mr. Cottone was expected to press his petition again if an adjournment is called. He said he particularly felt there should be no recess until FCC has completed presentation of its case.

Calvert Testimony

Meanwhile, Charles Calvert, former KMPC production manager, testified purported instructions from Mr. Richards with respect to newscasts sometimes caused production difficulties at the station. He said newscasters complained that Mr. Richards would call them with instructions and changes at broadcast time.

Larry Thor, now a CBS Hollywood announcer-newscaster, who appeared during the second week of the hearing, returned to the stand and cited instances during his KMPC tenure in which he claimed Mr. Richards ordered repeat broadcasts of certain stories. His earlier appearance was interrupted to permit him to go through scripts and identify those he had broadcast while at KMPC.

From time to time as he leafed through scripts he identified marginal notes such as "This is a must on every newscast — from Mr. Richards."

Cross-examined by Hugh Fulton, trial counsel for Mr. Richards, he said there was nothing "false or deceptive" in the scripts he read, but that stories were out of proportion and some were "deceptive" in the way they were pieced together.

Eddie Lyon, KFWB Hollywood newscaster and one-time news director of KMPC, said he had had many discussions of news with Mr. Richards and that "discussions were instructions." He said Mr. Richards was a strong Republican and wanted the GOP picture emphasized on newscasts, and that he disliked Jews, Henry Wallace, and the CIO.

Mr. Lyon said he wanted to rebel at times but "hesitated often on the theory that it might be my job."

Claims Pressure

Under questioning by Mr. Fulton, he said that because of "economic pressure" he had given the station a false report on an affidavit he filed with FCC. He said he "prepared a statement [for the station] that would satisfy management so I wouldn't get the axe."

When defense counsel pursued this disclosure, Frederick W. Ford, FCC's chief counsel, accused Mr. Fulton of "brow-beating" by plying the witness with questions and not permitting him to answer.

Mr. Lyon contended he had been "ordered to slant news" and that he "did to a certain degree."

"We always read [Westbrook] Pegler," he testified. "That was a 'must.' I read Pegler every morning." He added: "Pegler's column had no business in a newscast."

Walter Carle, former news editor of KMPC and now Hollywood distributor of a coin-in-the-slot TV receiver set, testified March 24 that he never followed Mr. Richards' news orders if in his opinion they violated the "fundamentals of good news presentation." He said he received many such orders.

He testified Mr. Richards ordered the use of an editorial by Louis Bromfield appearing in the *Los Angeles Examiner*. He said he refused, and that Gene Carr, then assistant to Mr. Richards, relayed the order again, saying "Walter, if he loses his license, if he goes to jail, if he pays a $10,000 fine, this story must be on the air, in the next broadcast." Mr. Carle said it didn't go on.

Identifies Message

Mr. Carle identified a note from Mr. Richards which said: "Can you imagine Eleanor R. saying she never discussed the fourth term! Ridicule hell out of these kind of statements." Mr. Carle said he did nothing about this suggestion.

Under cross-examination, Mr. Carle identified a script broadcast by KMPC that paid tribute to Harry S. Truman upon his ascendency to the presidency and eulogized Franklin D. Roosevelt upon his death. Mr. Carle also testified that he was never "punished" for digressions from Mr. Richards' orders.

Fred Henry, now assistant general manager and program director of KLAC-AM-TV Hollywood, a former KMPC news employe, testified that he sometimes used newspaper items in newscasts upon Mr. Richards' orders. Under cross-examination, he said as far as he knew, KMPC never broadcast any false or deceiving statements while he was employed there.

Robert Horn, former KMPC newscaster, before returning to his disc m.c. assignment at WIP and WPEN Philadelphia on March 24 was brought back to the stand for continued cross-examination by Defense Counsel Fulton. He insisted he was not a Communist, belonged to no radical organizations and knew no one connected with the *Los Angeles People's World*, which had carried a story March 2, 1949, about Mr. Horn's supposed confidential affidavit given to FCC regarding KMPC news-slanting [BROADCASTING, March 27].

Also cross-examined March 24 was Jack Gardner, who said under defense counsel's questioning that he could give no dates for purported instructions from Mr. Richards, nor recall any order to deliberately

(Continued on page 76)

FCC Actions

FIVE new AM stations and one FM approved by FCC last week. Five existing stations were granted improved facilities. Ten transfers of ownership were approved. For details of these and other FCC actions see FCC Roundup on page 66 and Actions of the FCC on page 63.

FCC CHANGES

Hancock Heads Hearing Unit

IN A MOVE in line with its staff-wide reorganization, FCC last week changed the name of its Special Legal and Technical Group to the Office of Formal Hearing Assistants, and designated Parker D. Hancock as chief.

The group, composed of three attorneys, an engineer and an accountant, was set up last June to assist the Commission in work on decisions and opinions in hearing cases [BROADCASTING, June 6, 1949], separate from FCC's investigatory and prosecutory staff.

Hancock Is Chief

FCC's announcement of the change in the name of the group specified the following appointments:

Mr. Hancock, chief of the office; Sylvia D. Kessler, attorney-advisor; Horace E. Slone, electronic engineer; Charles S. Borum, accountant, and Herbert Scharfman, attorney-advisor.

The members are the same as those who have served on the group in recent months, except that Mr. Scharfman is substituted for Frederick W. Ford. Mr. Ford was reassigned a few weeks ago to take over the role of chief counsel for the Commission in the current hearing on the news policies of G. A. (Dick) Richards (see story above).

Duties of the Office were defined by the Commission in the following addition to its Rules, which heretofore did not specify the group's functions:

Office of Formal Hearing Assistants —Under the supervision of the Commission, in formal proceedings involving the taking of testimony, other than those solely involving rule-making, assists, advises and makes recommendations to the Commission, prepares digests of the record, conducts research, and, as may be directed by the Commission drafts orders, opinions and decisions, in connection with (1) appeal to and review by the Commission of initial decisions in such proceedings; (2) appeal to and review by the Commission of rulings on motions and petitions in such proceedings, and (3) determination by the Commission of petitions for rehearing, reconsideration and reargument following final decision in such proceedings.

Mr. Hancock, named chief of the Office, joined FCC after his release from the Army in June 1946. He was chief of the Commission Law Bureau's Review Branch from June 1948 until his appointment to the special group last June.

Miss Kessler, with FCC since 1943, was special legal assistant to the late Ray C. Wakefield during his tenure as Commissioner. Since July 1947 she has been a member of the Review Branch or the Special Legal and Technical Group.

Mr. Slone, a former assistant professor of electrical engineering at Clemson (S. C.) A. & M. College, and later teacher of technical electricity for the New York State Dept. of Education, has been with FCC since 1940, first as an assistant monitoring officer and, since 1946, as a radio engineer in Washington headquarters.

Joined FCC in 1946

Mr. Borum has been in Government service since 1941, when he joined the General Accounting Office. He also worked with the Federal Works Agency and the Federal Public Housing Authority before he joined the Commission in 1946.

Mr. Sharfman has been with the Commission since 1946. He served with the OPA from 1944-46, and previously practiced law in Allentown and Bethlehem, Pa.

NEW BOARD of directors of Canadian Assn. of Broadcasters for 1950-51 are (l to r): Malcolm Neill, CFNB Fredericton; Finlay MacDonald, CJCH Halifax; Frank Elphicke, CKWX Vancouver; Bill Burgoyne, CKTB St. Catherines; Harry Sedgwick, CFRB Toronto; E. A. Rawlinson, CKBI Prince Albert; Bill Guild, CJOC Lethbridge; Bill Rae, CKNW New Westminster; and Phil Lalonde, CKAC Montreal. Absent were Ken Soble, CHML Hamilton, and Dr. Charles Houde, CHNC New Carlisle. CAB meet last week at Niagara Falls, Ont.

* * * * * * * * *

BMI CANADA AIDED

CAB Votes More Funds

By JAMES MONTAGNES

BMI CANADA Ltd. received added strength last week when the Canadian Assn. of Broadcasters at its annual meeting voted unanimously to expand the service. Additional funds for BMI Canada will be made available through a service charge for material obtained.

Bob Burton of BMI, New York, estimated this would be about 30% in excess of present revenue through copyright fees of 2 cents per licensed receiver. CBC also will be asked to pay a contract service charge, it was reported.

Nearly 350 station officials, agency and advertiser executives, station representatives and others in the industry attended the four-day meeting at the General Brock Hotel, Niagara Falls, Ont. The session, which marked a quarter-century since the association's founding, also was attended by many American broadcasting industry executives.

Other actions which highlighted the meeting included:

● Changes in CAB contract forms for rates and discounts to follow contract forms approved by NAB.

● Deferment for one year consideration of a request to increase agency commission from 15% to 17%.

● Resolution adopted for an interchange of program ideas through CAB's head office at Ottawa.

● Canadian premiere of the All-Radio Presentation film, "Lightning That Talks."

The convention opened with the largest attendance of members and associates at closed meetings in the history of the association, under chairmanship of William Guild, CJOC Lethbridge.

New board of directors elected early Monday morning were: Mr. Guild; F. H. Elphicke, CKWX Vancouver; Bill Rae, CKNW New Westminster: E. A. Rawlinson, CKBI Prince Albert; Harry Sedgwick, CFRB Toronto; Ken Soble, CHML Hamilton; B. W. C. Burgoyne, CKTB St. Catherines; Phil Lalonde, CKAC Montreal; Finlay MacDonald, CJCH Halifax; Dr. Charles Houde, CHNC New Carlisle; and Malcolm Neill, CFNB Fredericton.

CAB Report Made

After address of welcome by Chairman Guild, Jim Allard, CAB general manager, reported on the year's activities. Highlighted was a report on NARBA sittings at Montreal, where interests of all member stations were closely watched and all necessary steps taken so that no CAB members would lose any frequency, or have to install expensive arrays. CAB was represented at sittings by George Chandler, CJOR Vancouver, chairman of the technical committee, and W. J. Bain, consultant engineer, Ottawa, formerly with Canadian Dept. of Transport.

Copyright was reported on, with Mr. Allard explaining that next year some new form of establishing a formula for payment of music copyright will have to be found. He intimated that the annual listener license fee might be dropped by Ottawa next year. Copyright fees are based on this at present with 14 cents being paid Composers, Authors and Publishers Assn. of Canada (CAPAC) for each licensed receiver at present, and a lesser sum to BMI Canada Ltd. He urged broadcasters to use more BMI music so that CAPAC would not be able to urge a formula based on gross revenue of stations for coming years.

On transmitter license fees Mr. Allard reported that the Dept. of Transport has acceded to a CAB request to deduct agency commissions and representatives' commissions from gross revenue on which a license fee is charged. It also is hoped under a new agreement now being finalized to deduct from gross revenue for transmitter license fee calculation all such items as artists' fees, line charges and recording charges billed to a sponsor but actually paid out.

Resolutions were adopted for an interchange of program ideas through CAB's head-office at Ottawa, and for certificates and insignia of service to employes of member stations with upwards of 25 years in broadcasting.

An amendment to the constitution was voted on at a special meeting whereby the words "radio broadcasting" in the CAB charter include "AM, FM, and television."

Pat Freeman, CAB sales director, reported to the meeting that after due research he has estimated radio broadcasting in Canada is now a $25 million a year business, that there are now upwards of 5 million radio sets in use less than 10 years old, a figure twice the combined circulation of daily papers in Canada. He urged greater research be done by CAB to back up sales departments, station representatives and station sales staffs on use of radio, to include summer listening, number of sets in each radio home, and amount of total advertising being done by local as well as national advertisers, with percentage of radio advertising. Such a national survey is now nearly complete at Toronto, covering some years back.

Development Stressed

Mr. Freeman stressed development of the United Kingdom advertisers whose products are now being pushed in Canada and who have little knowledge of radio advertising.

The 1951 Canadian census will have at least one question on radio homes after urging by CAB, Mr. Freeman reported.

The Monday afternoon meeting dealt with the 1951 convention, to be held at Montreal in March, appointment of Frank Ryan, CFRA Ottawa, as a trustee, and the decision to print station rate cards in book form annually.

Mr. Guild reported on the work of the CAB committee with the Royal Commission on Arts, Letters and Sciences, telling the only champions of free enterprise appearing before the Commission were CAB and various chambers of commerce. Final brief is to be

(Continued on page 70)

GROSS BILLINGS

AM Networks Total $15,373,547

TOTAL GROSS radio billings of the four major networks in February 1950 were $15,373,547, a decrease of $745,111 from the figure for the equivalent period of 1949, according to Publishers Information Bureau reports last week.

One network, CBS, showed a gain in February billings compared with last year.

Billings Off From 1949

Total billings for the first two months of this year also were off from 1949 levels—$32,458,587 in 1950, compared with $33,822,744 in 1949.

Only one network, CBS, showed a gain in billings for the first two months of the year.

Gross billings of the four television networks in February and in January-February 1950 were more than triple the figures of the same periods of 1949.

* * *

NETWORK RADIO

	February 1950	February 1949	Jan.-Feb. 1950	Jan.-Feb. 1949
ABC	$ 3,168,391	$ 3,845,658	$ 6,707,026	$ 7,913,579
CBS	5,599,079	5,315,910	11,732,703	11,199,738
MBS	1,401,403	1,677,258	3,080,291	3,553,382
NBC	5,204,674	5,279,832	10,938,567	11,156,045
TOTAL	$15,373,547	$16,118,658	$32,458,587	$33,822,744

NETWORK TELEVISION

	February 1950	February 1949	Jan.-Feb. 1950	Jan.-Feb. 1949
ABC	$ 200,133	$ 18,674	$ 434,082	$ 24,947
CBS	551,883	135,036	1,166,420	240,025
DuMont	*	72,200	*	123,530
NBC	978,243	353,055	2,020,396	613,748
TOTAL	$ 1,730,259	$ 578,965	$ 3,620,898	$ 1,002,250

* Not available

NBC VACANCIES

Three Top Posts Open, Managers Shifted

THREE top jobs were open at NBC last week, two of them having been on the market for several months and the third created by the sudden shifting of Thomas C. McCray from his post as radio program chief to Hollywood.

The network was looking for a man — who probably would be picked from outside the company —to become national program director of the radio network.

Since the reorganization of NBC was begun several months ago, the top job in the radio division and a staff-level public relations post have been open.

The way things shaped up last week, it looked as though NBC would concentrate its effort on filling Mr. McCray's job first.

Mr. McCray, who became program chief after the resignation last year of Ken R. Dyke, administrative vice president in charge of programs, will become supervisor of NBC radio operations in Hollywood.

His assignment to Hollywood was part of a general reorganization of the network's West Coast operations. Thomas B. McFadden, manager of NBC's New York stations, WNBC and WNBT (TV), last week was appointed manager of KNBH (TV) Los Angeles, the network's owned and operated station.

Harold J. Bock, former manager of KNBH, last week resigned from that job [CLOSED CIRCUIT, March 27] and took a leave of absence. His new assignment will be announced shortly, following several weeks' rest. Mr. Bock has been with NBC for the past 15 years and managed the station since it started operation in January 1949.

Coincident with the appointment of Mr. McFadden to Los Angeles, the network put the station under the control of James M. Gaines, director of owned and operated stations. Until then, the station had been under the wing of Sidney N. Strotz, administrative vice president in charge of the Western Div.

No Reason Cited

Although no official explanation of the reassignments last week was made, it was learned authoritatively that the network hoped to bolster its western operations. NBC executives were reported to have been concerned with the failure of KNBH to develop as rapidly as its other television stations.

The Boos, Allen & Hamilton formula was at work in last week's reshuffle on the West Coast. Mr. McCray, as supervisor of radio operations, will report to Charles R. Denny, who is heading the radio division in addition to his duties as NBC executive vice president pending appointment of a permanent radio chief.

Norman Blackburn, who recently was transferred from New York to be supervisor of television operations, reports to Sylvester L. (Pat) Weaver Jr., vice president in charge of television.

Mr. McFadden will report to Mr. Gaines, the chief of owned and operated stations.

Mr. Strotz remains as administrative vice president.

A successor to Mr. McFadden as manager of the New York stations will probably be selected this week.

HOPE-NBC

'No Deal' in Contract Talk

"MANY DISCUSSIONS" and "no deal" was the report tendered by principals involved in last week's negotiations in Hollywood between Bob Hope and NBC on signing the comedian to an exclusive radio and television contract. Niles Trammell, NBC chairman of the board, and Joseph McConnell, president, returned to New York late last week following the six day discussion with Mr. Hope in Palm Springs and Hollywood.

It is expected that further discussions will be taken up in New York with NBC as well as with CBS and DuMont, also reportedly interested in signing the comedian. Any future radio plans would hinge on the decision of Lever Bros., who currently has Mr. Hope under contract with four more years to go. Next option renewal comes up in June.

Schillin Resigns

A. B. SCHILLIN, resigned as vice president of WAAT and WATV (TV) Newark last week after 15 years with the station. Mr. Schillin will head his own company manufacturing electrically controlled deodorizers under the trade name of Scent-Flo Co., with headquarters in Newark.

FORD DEALERS

Buy One-Timers on Networks

FORD DEALERS of America Inc., Detroit, is resuming a policy started last year of sponsoring shows on a one-time basis over the four major networks, through J. Walter Thompson, New York.

Over a 10-day period in April, beginning on the 11th with the *Adventures of Philip Marlowe*, 10-10:30 p.m., on CBS, the automobile dealers also will sponsor over that network April 12 and 19, *Lum 'n' Abner*, 10:30-11 p.m.; April 18, *Pursuit*, 10:30-11 p.m.; and on April 21, *Brodaway Is My Beat*, 9:30-10 p.m. On MBS, Ford dealers will use 9 one-time shows in April starting with *Adventures of the Falcon*, on April 9, 7-7:30 p.m.; April 11, *Mysterious Traveler*, 9:30-10 p.m.; April 14, *I Love a Mystery*, 7:45-8 p.m., and *Mutual Newsreel*, 10:15-10:30 p.m.; April 16, *The Saint*, 7:30-8 p.m.; April 17, *Adventures of Peter Salem*, 8:30-8:55 p.m.; April 25, *Mutual Newsreel* 10:15-10.30 p.m.; April 26, *Can You Top This?*, 8-8:30 p.m.; April 27, *I Love a Mystery*, 7:45-8 p.m. On NBC, Ford dealers will sponsor *Dangerous Pursuit*, April 10 and 17, 8-8:30 p.m. ABC will be used to sponsor *Blondie*, April 13, 8-8:30 p.m. and *Date With Judy*, April 20, 8:30-9 p.m.

Elton Joins Y&R

DAVE ELTON, formerly a producer on various network shows, including Eddie Cantor and *Ozzie & Harriet* and before that with NBC for 10 years, has rejoined Young & Rubicam, New York to supervise radio activities on the Borden account.

CAMPBELL SOUP

Adds Morning Strip on NBC

CAMPBELL SOUP Co., which already sponsors *Double or Nothing* 2-2:30 p.m., Monday-Friday on NBC, last week bought a half-hour morning strip on the network for presentation of another edition of the same program. Total billings of the two half-hour presentations are said to be $3 million.

The new morning series, placed through Ward Wheelock Agency, starts May 1 and will be broadcast 10:30-11 a.m. Monday-Friday.

When Campbell starts its morning edition of *Double or Nothing* it will mark the only instance of the sale of five hours a week for a single program to a single sponsor in network radio, Harry C. Kopf, NBC vice president in charge of radio sales, said.

Wood to van der Linde

ROBERT C. WOOD, former vice president in charge of the New York office of Radio Features and Schwimmer & Scott, has joined Victor van der Linde Co., New York agency, in an executive capacity.

CBS Signs Moore

CBS, for both its AM and TV networks, has signed Garry Moore, comedian, to a five-year contract which will give CBS exclusive rights to the comedian's talent. Two radio shows and a five-a-week television show are being prepared as posibilities for Mr. Moore.

ATLANTA MERGER

WSB Transfer Papers Filed

FIRST STEP toward effecting merger of the Atlanta *Journal* and *Constitution* was taken last week in filing of transfer papers with FCC to assign the *Journal's* WSB-AM-FM-TV properties there to Atlanta Newspapers Inc., proposed new firm to be formed through the consolidation [BROADCASTING, March 20].

Meanwhile, an application also was filed with the Commission by Fort Industry Co.'s WAGA Atlanta to switch from 5 kw on 590 kc to 5 kw on 550 kc, the existing AM facility of the *Constitution's* WCON Atlanta. The bid revealed an offer to purchase the WCON-AM plant for $237,500.

Under the Commission's duopoly rule, which bans ownership of duplicate facilities in the same area, the *Constitution* in merging with the *Journal* would have to sell WCON-AM-FM to a third party, or discontinue them, and most likely drop WCON-TV, now under construction, since the Commission does not favor transfer of TV permits at this time. Fort Industry's WAGA operation also includes WAGA-FM and WAGA-TV there.

The merger in substance provides that the Journal Co., headed by former Gov. James M. Cox, acquires control of the combined operations while Clark Howell, publisher of the *Constitution*, becomes substantial minority owner. The papers, however, will continue as distinctly separate entities, it was indicated.

New Positions

Mr. Cox, presently chairman of the board of the *Journal*, is to become chairman of the board of Atlanta Newspapers Inc., while Mr. Howell, also president of the *Constitution*, would become vice chairman of the board of Atlanta Newspapers. J. Leonard Reinsch, managing director of the Cox radio properties, which include WIOD Miami, Fla., and WHIO Dayton, Ohio, in addition to WSB, would become a director of the new merger firm.

WSB, pioneer 50 kw clear channel station on 750 kc, will continue as basic NBC outlet there. WSB-FM is a Class B facility. WSB-TV, on Channel 8 (180-186 mc), began operations last year.

WCON is an ABC outlet and if the station is dropped or its facilities sold to WAGA, CBS outlet, it is presumed the ABC affiliation may go to WGST or WATL Atlanta. WGST now is Mutual. WCON-TV, assigned Channel 2 (54-60 mc), is scheduled to begin operations this summer. The WCON properties are estimated to entail an investment of nearly $1,000,000. Original cost of WSB plant was given as $1,181,029.

The Commissioner of Internal Revenue is being requested to rule that no taxable gain or income will accrue to the papers or their stockholders through the merger since no monetary considerations are involved. Balance sheet assets of the Atlanta Journal Co. were listed at $10,116,370.50 while those of the Constitution Pub. Co. were cited as $5,802,999.62.

Atlanta Newspapers Inc. will have an authorized capitalization of 580,000 shares common voting stock, $10 par, and 180,000 shares convertible preferred stock, $25 par. Of the common stock, 400,-

(Continued on page 78)

DEMPEWOLFF LAUDS BMB

At AAAA-ANA Meet

THE NEW BMB study provides information essential to intelligent timebuying, Arthur S. Dempewolff, Celanese Corp. of America, told the AAAA convention at White Sulphur Springs, W. Va., Saturday. Addressing both AAAA and ANA delegates, he described how the new data provide uniform standards for the purchase of radio time (see ANA and AAAA stories page 15).

Though BMB "is slower and more costly than necessary," he said the new BAM should be able to lick these problems.

Study No. 2 provides an "accurate blueprint of coverage," he said, and "shows where a station is listened to, to a satisfactory degree. It indicates which of two or more stations in any given area commands the greater total audience—in other words, which has the best coverage."

Armed with these facts, he declared, the timebuyer is in a position to make decisions in relation to station cost.

Cites Weakness

Mr. Dempewolff called the lack of nonsubscriber data one of the survey's weaknesses but explained that while it represented only one station out of three it nevertheless represented about 65% of the nation's listening. He broke down this figure to 75% of 50 kw stations, 50% of regionals and 20% of smaller outlets.

Offsetting this poor participation by little stations, he said, is the factor of local loyalty and inability of many local buyers to use BMB data.

Future studies will reflect changes more as a result of the job stations are doing rather than an evaluation of technical facilities, he said. Major programming changes and addition of new stations since the field work was done in Study No. 2 point to a continuing need for future studies, he said.

Referring to what BMB "won't do," Mr. Dempewolff explained it "won't tell you anything about your show or your time period. It won't smoke out the listening of the man who listens to five minutes of news on one station every day and never listens to that station again.

"Study No. 2 does catch up on the people who listen only to Jack Benny or *Grand Ole Opry*," he said, citing a WSM Nashville total night-time weekly audience of 1,800,000, with 1,100,000 families in the one-two days or nights a week class and therefore representing the *Grand Ole Opry* audience.

Mr. DEMPEWOLFF

"Since the BMB figures are a measure of total circulation, don't let stations trap you into deciding that you want maps of Study No. 2 made up based on coverage at a specific percentage level," he said. "There is a tendency to want to say 50% BMB means something that 30% BMB does not. Reserve the decision in regard to coverage values and don't let the stations make it for you.

'Valid Data'

"BMB gives you valid circulation data for station comparison. BMB data are valid for figuring cost-per-thousand for relative station costs. Whether or not it is valid for comparison with other media is questionable. After all, BMB data represent use whereas ABC circulation represents intended use." He added, though, that it is the only data for which there is any justification in figuring comparative media costs, and radio circulation constantly varies.

"The identical rating on two different stations tells you that there is a given percentage of the radio homes in a station's area listening to a particular show," he said. "Percentage of what area? In terms of listeners, you don't know what you are buying until you know the total coverage of the station. Without BMB you can't ever answer the problem of coverage from the outside nor can you determine when a group of regional stations gives you a better buy than one clear channel. There are such cases."

Calling engineering data or listenability measurements similar to potential magazine circulation in an area, he said BMB figures actually represent people who listen.

"There are five basic uses of BMB data—the first of which would be by station and network management," he said. "Second, the buying of network time; third, the buying of individual station time; fourth, serving advertisers' merchandising or accounting problems, and the fifth as a base for television calculations."

In the case of network buying, he said BMB can help figure supplementary station groups though the basic network is a rigid, prefabricated group. The new data will change many old ideas of station position, he predicted.

In comparing stations since the 1946 studies were issued, he recalled, one timebuyer "has found a few stations in some of the primary markets where their coverage has increased despite television."

The new figures will enable calculation of a high-cost station's coverage in relation to the cost as compared with smaller stations, and aid in deciding whether to use spots or programs. It will permit decisions between the small inside station versus the big outside station, he said.

Mr. Dempewolff said the new data will show if national radio advertising reaches a particular market; provide a basis for calculations of television inroads as well as the true picture of TV competition.

"Effective TV competition depends entirely on the station," he explained, and cited WSM, and WENR Chicago, as examples. He added that WCCO Minneapolis has 50% of its circulation outside the area of possible TV competition.

BMB Analysis . . .

In this issue, BROADCASTING-TELECASTING presents the following articles giving various viewpoints and helpful hints on the use of BMB Study No. 2.

Trends study of station subscribers' reactions . . . . . page 24
Advertiser, agency opinion . . . . . page 22
Dempewolff praises study . . . . . page 21
Huber sees need for engineering formula . . . . . page 34
Special uses for BMB explained . . . . . page 21

SPECIAL USES

Notaro Explains Process Of BMB Research

OVER 2,100,000 vote cards and the 75,000 station summary cards provide research material for many types of special radio coverage studies, according to Michael R. Notaro, president of Statistical Tabulating Co., the firm that processed Study No. 2 of BMB.

The cards currently are being used in preparation of Network Reports but are available for other purposes, subject to BMB approval, Mr. Notaro said.

The Station Summary cards, known in the trade as a "deck," provide a quick way of accumulating data now in the Station Reports, he explained. "For instance," he went on, "the gross (duplicated audience of any combination of stations) can be compiled mechanically, an important adjunct in the measurement of coverage of a spot radio campaign.

Breakdown Possible

"This gross audience figure can be broken down by sales territory or state or region to be correlated with sales, outlets or other marketing factors. By mechanical computation, the costs of a spot campaign can be allocated according to audience within each sales area.

"With the approval of BMB, a fund of unpublished data on nonsubscribers and less than 10% audience (especially valuable in TV and FM studies) might be released. Obtaining this approval may not be difficult if the nature of the request is such that data for an individual station within a county are not revealed, but are integrated with other information.

"The vote cards, too, are an important source of supplementary information. By compositing (bringing together the votes of the same family listening to different stations) a net unduplicated listening report can be compiled for any given combination of stations. Thus, for example, a regional network can determine how many different families are its listeners. If a family listened to two or more stations of the network, it would be counted only once."

Firm to Cooperate

Mr. Notaro said the firm will cooperate in working out plans and estimating costs on projects involving use of BMB punch cards and reports.

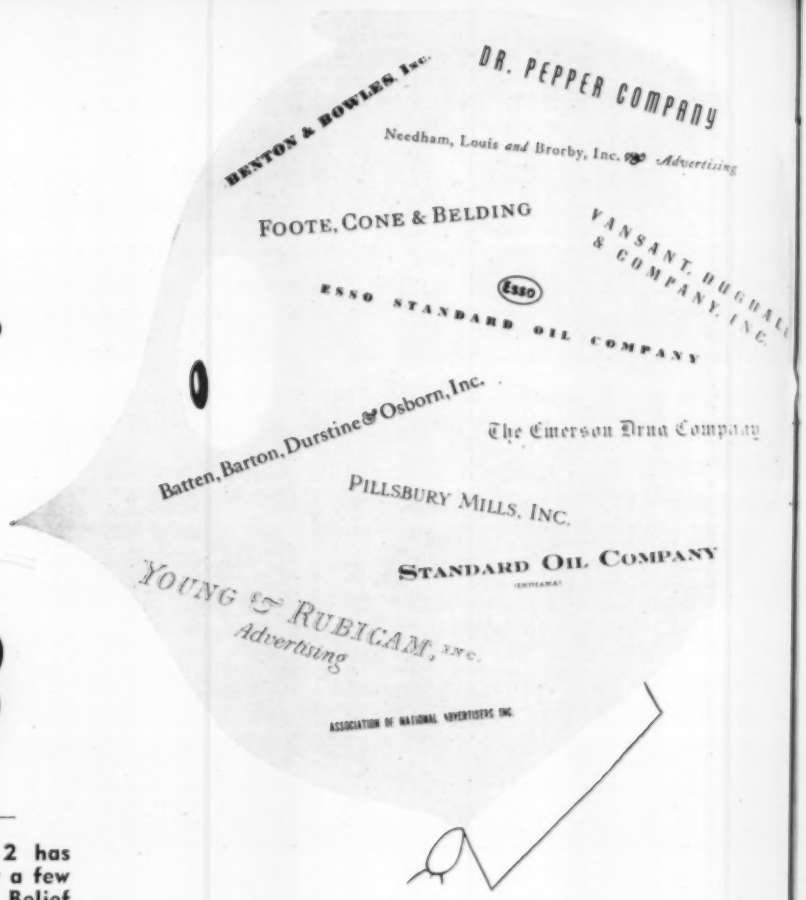
The tabulating company converted the 315,512 usable ballots received to punch card work decks and reports. Awarded the BMB contract in 1948, Mr. Notaro added a New York office to his Chicago and St. Louis units. All the time, BMB was passing through a series of financial crises. At one time Mr. Notaro personally carried a load in excess of $100,000 in order to keep the machines running.

First tabulating job was to create spread cards from the ballots. These were blown up into vote cards, one for each station mentioned by each respondent, and these in turn were summarized by station within each county and reported place.

The vote cards were split into day and night separately, and again resummarized. This time the "breakout" data was accumulated.

The Admen Analyze Study No. 2.

Looking . . . At BMB


BENTON & BOWLES, Inc.
DR. PEPPER COMPANY
Needham, Louis and Brorby, Inc. Advertising
FOOTE, CONE & BELDING
VANSANT, DUGDALE & COMPANY, INC.
ESSO STANDARD OIL COMPANY
Batten, Barton, Durstine & Osborn, Inc.
The Emerson Drug Company
PILLSBURY MILLS, INC.
STANDARD OIL COMPANY
YOUNG & RUBICAM, INC.
Advertising
ASSOCIATION OF NATIONAL ADVERTISERS, INC.

BROADCAST MEASUREMENT BUREAU'S Study No. 2 has been available to radio advertisers and agencies for only a few weeks but reaction seems to be generally favorable. Belief that this second study is a vast improvement over the first seems to be unanimous. Those who see possibility of improvement believe that radio is on the right track in offering such statistics. In this article BROADCASTING presents opinion from many of the top advertising men of the country. The cross-section sampled was picked at random to represent every class of radio advertiser.

STUDY No. 2 of Broadcast Measurement Bureau provides a new and impressive answer to the oft-uttered charge that the radio medium is guilty of inadequate and invalidated research.

This is the opinion of agency and advertiser spokesmen whose views on the new BMB study were asked by BROADCASTING.

Mr. GAMBLE

Many timebuyers and advertisers feel they should have more time to study the figures before offering definite views on their value and use. In nearly ever case, however, their preliminary analyses agree that Study No. 2 is much better than the first BMB survey.

Without exception they insist that radio must supply validated and standardized research material for those who buy time. One prominent agency official said BMB must be continued or all broadcasting will slip downward and money will go to other media.

Hopeful for BAM

In general there appears hope that the new Broadcast Audience Measurement Inc., projected successor to BMB, will provide more satisfactory material.

Some users of the air medium are extremely sharp in their criticism of a majority of broadcasters for their failure to join in the second study. The new BAM will remove the broadcaster objection that corporate control of BMB was divided equally among American Assn. of Advertising Agencies, Assn. of National Advertisers and NAB. Under the BAM structure NAB will have corporate control [BROADCASTING, March 20].

AAAA spokesmen insist that agencies must have validated as well as standardized research material to aid them in buying time. ANA concedes BMB Study No. 2 is not perfect but is pleased that new circulation data are provided. The study is described as the best time-buying aid. ANA pointedly suggests that the broadcasting industry should cooperate with its customers.

Many agency-advertiser executives refrained from offering suggestions on the application of new BMB data to their problems, holding that the subject would require long and careful study along with actual application of the figures to specific campaigns.

Coverage Data Appreciated

There was general appreciation of the additional coverage data, in which listening is shown by daily-weekly classifications instead of the weekly breakdown provided in the first study.

As to presentation of data by stations, **Frank Silvernail, BBDO, New York,** head timebuyer, wants figures in table form with the agency itself making up special maps to special conditions. On the other hand **Wesley I. Nunn, manager of the advertising department, Standard Oil Co. of Indiana, Chicago,** prefers supplemental maps showing the levels of listening. He is interested in depth of listening as well as quantitative coverage.

The comments presented herewith were obtained from a cross-section of agency and advertiser groups buying all types of radio time for a diversified list of products and services, supplemented by the overall viewpoints of AAAA and ANA spokesmen.

Frederic R. Gamble, president of the AAAA, told agency members of the BMB board that in order to make the best use of the broadcasting medium, agencies need "standardized and comparable audience measurements on which to base station and network selections for clients.

"This information, to be accepted without discount, should be vali-

(Continued on page 26)

Mr. SILVERNAIL

Biggest BMB

COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.
For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Number Counties:
WSAV	**D 143,670** **N 109,100**	**D 82,080** **N 53,850**	**D 42** **N 29**
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 7 N 3
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 28 N 20

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

ABC AFFILIATE

Represented by Hollingbery

BMB STUDY NO. 2 BETTER

'Trends' Finds Station Approval

By TYLER NOURSE

RESULTS of the second BMB study have been received with mild enthusiasm by subscribing broadcasters. Over 75% of them indicate they feel the survey is better than average. Some 25.9% of station officials describe the report as "excellent" while 50.9% feel it is "good."

Almost 95% of the subscribers feel the method of reporting listening by division of 6-7, 3-5 and 1-2 times a week is superior to the old method which did not attempt to classify audience.

Over 92% of subscribing station officials feel BMB or a similar service should be continued and 39.6% say future reports of this type should have financial support from agencies and advertisers. This differs from the proposed plans of Broadcast Audience Measurements Inc. [BROADCASTING, March 20] which would have broadcasters pay the bill.

BALLOT

A Continuing Study of Executive Opinion

These findings are based on replies received in BROADCASTING'S 22d TRENDS Survey—a continuing study of executive opinion in radio and its allied fields. For this survey a questionnaire was sent to the manager of each BMB subscribing station.

75% Rate Favorably

Following are summaries of answers received to questions asked in the survey:

How do you rate the second BMB report?
Excellent (25.9%) Good (50.9%) Average (15.5%) Poor (7.7%)

With approximately 95% of the respondents expressing an opinion on this question, a very slight majority of them, 50.9%, said they felt the second BMB survey to be good. "Excellent" was the vote of 25.9% while 15.5% said the survey was only average. A majority of the 7.7% of the stations which said the survey was poor were 250 w outlets which later in the questionnaire indicated the feeling that the BMB sample was too small or not broken down enough to give them a fair share of the audience. A few higher powered stations also rated the report as poor, including several 5 kw operations and one 50 kw outlet.

Were you a subscriber to the first BMB report?
Yes (77.5%) No (22.5%)

Since over three-quarters of the station respondents, 77.5%, were subscribers to BMB's first report, a sound basis for comparing the studies and evaluating them is established for the questions which follow.

The latest report shows listening 6-7, 3-5 and 1-2 times a week. Do you feel this makes the report more or less valuable?
More valuable (94.4%) Less valuable (5.6%)

Respondents who commented on this question were almost unanimous in their contention that the second BMB survey was more valuable than the first. Chief reason given by the 94.4% who felt this greater breakdown to be more valuable was that it gives a greater reflection of listener loyalty and does not give undue credit to stations for one-time-a-week listening to special top-rated shows.

Some Wanted More

A few felt the breakdown should have gone even further since a quarter-hour of listening to a station only once a week would show in the 1-2 times a week column. This they agreed, however, was better than having the one-time-a-week listener indicated as a regular listener.

From all parts of the country typical comment favoring the greater breakdown of listening regularity ran as follows:

"The knowledge of listening frequency gives a truer picture of the strength of a station."

"Gives better picture of audience in each county."

"Gives better picture of local station vs. out-of-town station."

"Indicates listeners as well as coverage."

"It indicates more accurately the station's position and popularity."

"It gives the local station a better break."

"Shows where regular listeners are from which real sales results can be expected."

"Enables timebuyers to distinguish between casual listeners and regular listeners."

"Gives a more accurate index to a station's regular listening audience."

Although the wide majority felt the increased breakdown to be beneficial, the 5.6% who felt the second BMB study to be less valuable backed up their contention with such arguments as:

"This will be difficult to explain to the local advertiser."

"It's still not fair to small markets —not a good tool for selling radio vs. other media."

". . . gives three or four different levels at which to judge a station as to coverage and who is to say which level is the correct one?"

"Don't feel the breakdown means much to stations that normally rate well in regular coverage areas."

"Not understood by many clients."

A few other station executives said the increased breakdown "makes little difference" or is "of no value."

Do you think this report gives you the information you need?
Yes (67.8%) No (19.2%) Don't know (13%)

On the surface it would appear that station executives feel the second BMB study provides all the needed information to be an effective selling tool. A number of the 67.8% who answered "yes" to this question, however, tempered their answer with such comments as: "Insofar as it goes"; "substantially, might be improved"; "except that county lines are too arbitrary"; "not ideal but best to date"; "*some* of the information"; "though it doesn't provide *all* the information we need"; "in part," etc.

FM Data Needed

Some station managers, particularly those operating small outlets in or near large cities, indicated they need information on counties where their station has 10% or less of the audience. The lack of information on FM in the original mailings also was rapped by a few managers who duplicate AM programs on FM. Where facilities had changed since the study was made the managers, of course, answered "no" to this question. The length of time necessary to compile the report also was rapped by a number of managers, as was the sample size which some felt to be too small.

A few of the more favorable comments on this question ran as follows:

"We know about where we are going and how deep."

"Indicates whether our program policy is meeting approval or not."

"It provides a good selling tool. It gives a means of comparison with the ABC report of the newspaper."

"It clearly indicates reaction of listeners in our area and is valuable sales ammunition. . . ."

"Provides a comprehensive coverage report."

Is the report for your station consistent with

	Yes	No	Don't know
Other coverage data you have?	74.6%	19.8%	5.6%
Your opinion of station's actual coverage?	71.6%	24.2%	4.2%

If no, do you feel BMB credits your station with too much (7.8%) or too little (92.2%) coverage?

Station managers, in the majority, felt that BMB's second study showed coverage for their stations which was fairly consistent with the material and knowledge which they had at hand. From the figures it may be seen that BMB coverage and such other material as coverage maps, mail maps, etc., tallied more closely than the manager's estimation of station coverage.

A number of those respondents who felt the report to be consistent with other coverage data indicated the feeling that it did not jibe with their own opinion.

Claim More Coverage

The vast majority of those who answered "no" in either case said the BMB data did not credit their station with enough coverage. A few of the managers said no coverage was shown in counties where mail response indicated good listening. New stations, or those which had recently changed facilities, hit the lag between the time material was gathered and issued. They indicated BMB was good for the time it was taken but probably could not be used now.

In what way will you use your BMB data?
Selling time locally (68.6%)
Selling time nationally (83.7%)
Rate adjustments or justification (24.9%)
Guidance for programming (38.8%)
Guidance for audience promotion (47.3%)
Guidance for merchandising activities (29.8%)
Other (specify) (1.2%)

The selling of time nationally is the chief use to which the BMB report will be put, with 83.7% of the station managers answering showing this as at least one of the uses. Since most stations indicated

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GATHERED at party given at New York's Hampshire House in honor of Robert Young (2d l) and his NBC program *Father Knows Best* are (l to r): Mr. and Mrs. Young; Victor T. Norton, NBC administrative vice president; Charles R. Denny, NBC executive vice president, and Mrs. Denny.

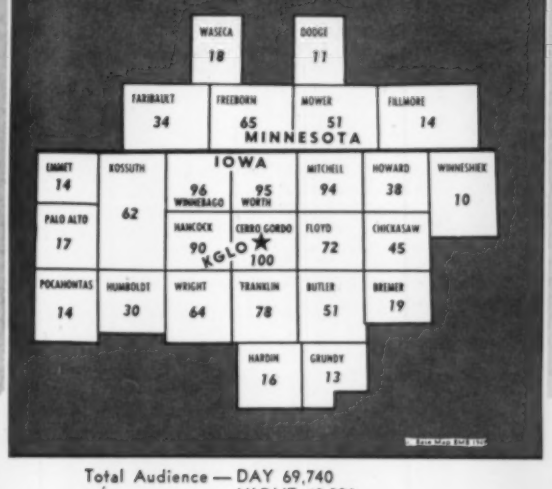
FOR COVERAGE WITH IMPACT!

kglo

KGLO-FM

MASON CITY, IOWA

NEW *BMB* FOR COVERAGE



Total Audience — DAY 69,740
NIGHT 48,220

NEW *HOOPER* FOR AUDIENCE IMPACT

TIME	Homes Using Sets	KGLO	A	B	C	D	E	F
Mon. Thru. Fri. 8:00 A.M. — 10:00 A.M.	23.7	54.5	19.9	10.9	1.9	6.1	0.5	2.9
Mon. Thru. Fri. 10:00 A:M. — 12:00 N.	24.4	58.7	19.1	8.4	4.2	6.3	2.1	0.5
Mon. Thru. Fri. 8:00 A.M. — 12:00 N.	24.0	56.7	19.5	9.6	3.0	6.2	1.3	1.7
Mon. Thru. Fri. 12:00 N. — 3:00 P.M.	27.4	61.5	17.0	8.8	2.3	9.0	0.2	0.5
Mon. Thru. Fri. 3:00 P.M. — 6:00 P.M.	21.1	48.5	19.2	23.4	1.4	9.1	0.8	0.5
Mon. Thru. Fri. 12:00 N. — 6:00 P.M.	24.2	55.9	18.0	14.4	1.9	9.0	0.4	0.5
Sun. Thru. Sat. 6:00 P.M. — 8:00 P.M.	38.6	70.4	14.3		0.9	12.3	0.5	
Sun. Thru. Sat. 8:00 P.M. — 10:00 P.M.	35.1	62.3	15.4		0.7	17.7	0.9	
Sun. Thru. Sat. 6:00 P.M. — 10:00 P.M.	36.8	66.5	14.8		0.8	14.9	0.7	

IN ONE OF THE RICHEST AREAS IN U. S. A.

Any way you look at it, there's no substitute for coverage plus audience impact. KGLO with a 50% or better BMB penetration of 12 farm rich Iowa and Minnesota counties has real coverage, and the Hooper Station Audience Index for Mason City shows that KGLO never has less than 48.5% of the available listeners and hits a fat 70.4 peak.

That's sure-enough dominance to merit a place in your radio coverage plans. Get complete details and availabilities from your Weed representative or write Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS

kglo MASON CITY, IOWA 1300 KC 5000 Watts • CBS Affiliate **KGLO-FM** 101.1 MC ERP 16,000 Watts

WTAD QUINCY, ILLINOIS 930 KC 1000 Watts • CBS Affiliate **WTAD-FM** 99.5 MC ERP 53,000 Watts

Represented By WEED & COMPANY — New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco

A Look at BMB

(Continued from page 22)

dated by a tripartite organization representing agencies and advertisers as well as broadcasters."

Mr. Gamble recalled that BMB "was a first and logical step in this direction, despite its faults." He added that "a disappointingly large number of stations refrained from subscribing to BMB's second study," and recalled that he told the 1949 NAB convention that the biggest problem in BMB is the lack of support among broadcasters. At the convention he said broadcasters not satisfied with BMB should get in and try to improve it from the "inside."

Since that time, he continued, "considerable confidence has been expressed by broadcasters that their industry would rally to the support of a comprehensive research program if a different type of organization were set up to carry it out—one in which broadcasters would have administrative and financial control over the funds their subscriptions provide.

Cites BAM

"The new BAM is designed to give station subscribers just such corporate control. We earnestly hope it will succeed.

"Agencies and advertisers are to be represented on BAM research committees so as to validate the methods, as was done with BMB. They are mainly concerned with validation—and of course with seeing that industrywide measurement is continued.

"Agencies will participate in the operation of the radio and television research organization in order to contribute (1) to research integrity and (2) to the continuation of a needed service."

As trade association for national advertisers, ANA feels "the greatest service any station can perform for advertisers is to make the figures on non-subscriber stations available," according to **Peter W. Allport, of the ANA headquarters staff.**

While ANA would not give an official viewpoint, it provided BROADCASTING with an advertiser-member's comments and called them "about as close as we can come to an answer." Name of the member was not divulged. The remarks follow:

"The current BMB study is not perfect, nor will the next one be. It does not give you a handy package by which to base all your decisions on one measurement, nor does it take away from you the responsibility of judgment. Of course no other measurement does either.

Circulation Data

"It does, however, provide you with circulation figures on a station's audience. It does not give you information on program audiences. But the circulation data is a measurement that no program audience data can provide.

"There is nothing else like it. There is no other county-by-county and city-by-city information. And there is implication in the data provided by this new study which may be interesting to play with. For, in the figures on composition of total weekly audience there may be a relationship between the total weekly audience and those families who say they listen six or seven days a week which could provide an audience loyalty factor that could be useful for certain problems in timebuying.

"I seriously feel that BMB Study No. 2, with the type of information it has produced and with the potential of providing information on listening to all stations in the country, is going to give us the best radio timebuying aid we have ever had.

"It's an example of good industry cooperation to provide better information and it certainly has established understanding on the part of the broadcasting industry that there is much to be gained by cooperating with its customers in validating its product. If that alone were the only thing to come out of BMB it would be worth the money spent."

BBDO's Frank Silvernail says the use timebuyers will make of BMB data "will depend entirely on the particular advertiser, his distribution and his objective. No experienced timebuyer sets up general overall inflexible standards to be used under all conditions and clients."

How can stations make the BMB information easy for BBDO to use? Mr. Silvernail suggests they provide the material in table form used as released by BMB. "Then whether a client wants to consider only 40% response in a 6 or 7 times county or go all the way down to 10% in a 1 or 2 times county," he said, "the agency will be able to abstract just the data pertinent to the problem in hand.

Will Make Our Maps

"As for maps, we will probably make our own, to fit special conditions. Perhaps the most complete map for a station to make would show the three breakdown levels of percentages in each county, for our greater ease, in making our own maps."

On the other hand, Standard Oil's Wesley I. Nunn believes it would be "highly worthwhile for radio stations to prepare supplemental maps showing various levels of listening—in addition to the over-all maps furnished by BMB."

He continued: "While we have not had sufficient time to thoroughly analyze and digest the material that has just been received, we are most anxious, in the days of keen competition between stations, to get the qualitative or depth of listening, as well as the quantitative coverage of the stations.

"Since our operations are all on a county level, the station maps might be prepared so as to show the six sets of figures—three for days and three for nights—for each county with legend to support."

Mr. Nunn described his comments as "a very quick suggestion and as we get more into the BMB data this suggestion might not be as feasible as it now appears."

As an extensive buyer of radio time, **Vern Carrier, assistant manager of the marketing department, Esso Standard Oil Co.**, New York, does not believe that a standard cutoff figure should be set in measuring usable coverage from the new BMB reports.

"In the past, we have been using a 25% cutoff point," he said. "However, now that BMB reports show listening figures for various frequencies (one or two days or nights per week, three to five days or nights per week, and six or seven days or nights per week), the picture changes considerably.

"With these figures available, it is quite possible that we would want to consider both 25% and 50% coverage, and in some cases use no cutoff point at all and look at the total station audience in the three frequency brackets.

Should Be Flexible

"In my opinion the situation should be kept flexible enough, so that a station is in a position to provide BMB figures in any form requested by the advertiser or agency."

E. G. Eisenmenger, chief timebuyer, Leo Burnett Co., was enthusiastic about the improvement in the new study. His statement follows:

The arbitrary 50% cutoff point in measuring the usable coverage of a station as applied to the initial BMB study was primarily an expediency; the margin of error introduced was an advantage to some stations, and a very definite disadvantage to others.

However, the new study provides much more usable and definite information. The establishment of a standard cutoff level would nullify, to a great extent, the refinements of the 1949 study.

It would seem that the use of the "Average Daily Audience" figure (as explained on the first sheet of the station reports) for each station's penetration within each county above the 10% level would do much to utilize more effectively the improvements in this report; it would serve to remove most of the inconsistencies in arbitrarily "cutting-off" at the former 50% level. Thus a station's ability to deliver a certain number of impacts could readily be approximated, and its effectiveness against or in combination with other media be more accurately evaluated.

The further application of this method would provide the means whereby the "intensity of penetration" of the audience in each county could readily be determined with some margin of error and the cost of this penetration calculated. Thus it could be determined where sufficient consumer pressure was applied or where it was weak, and *to what degree.*

This is but one application of the improvements in the new BMB study; there are others which could well be utilized. An "area report," similar to that of the initial study, would provide us with means whereby the improvements in the No. 2 study could be compounded into the most valuable instrument available for exploiting radio to its fullest potential.

C. Burt Oliver, of the Houston branch of Foote, Cone & Belding and recently general manager of the Hollywood branch, is familiar with the new BMB reports since he is an agency member of the BMB board. "I have always felt that the broadcasting industry must provide some form of standardized coverage data and that BMB was the best answer we had to date."

Mr. Oliver said his conception of BMB "has always been that it is a dynamic, evolutionary organization, each report being better and more useful than the one before. It is my sincere hope that the broadcasting industry will find some way to continue this type of operation."

Analagous to ABC

Reflecting an advertiser viewpoint, **E. A. Clasen, advertising manager of Pillsbury Mills Inc.**, Minneapolis, considers BMB data comparable to Audit Bureau of Circulation data "only in a remote sense." However, he points out that other qualities of BMB data offset the lack of exact comparability and these make it possible to use the BMB figures in a manner analagous to ABC.

Mr. Clasen puts it this way, "We believe that listening to a program

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MR. NUNN

DISCUSSING the news program sponsored three nights weekly on WOR New York by Kidder, Peabody & Co., investment firm, are (l to r): Lyle Van, WOR newscaster; George A. Erickson, vice president of Doremus & Co., firm's agency, and Edwin S. Webster Jr., senior partner of Kidder, Peabody.

not only the rich Fort Wayne area.. but a huge Midwest market covering 49 BMB counties!

It's a "package" of almost 300,000 Radio Families.. bigger than Baltimore.. delivered by

WOWO

FORT WAYNE ABC AFFILIATE

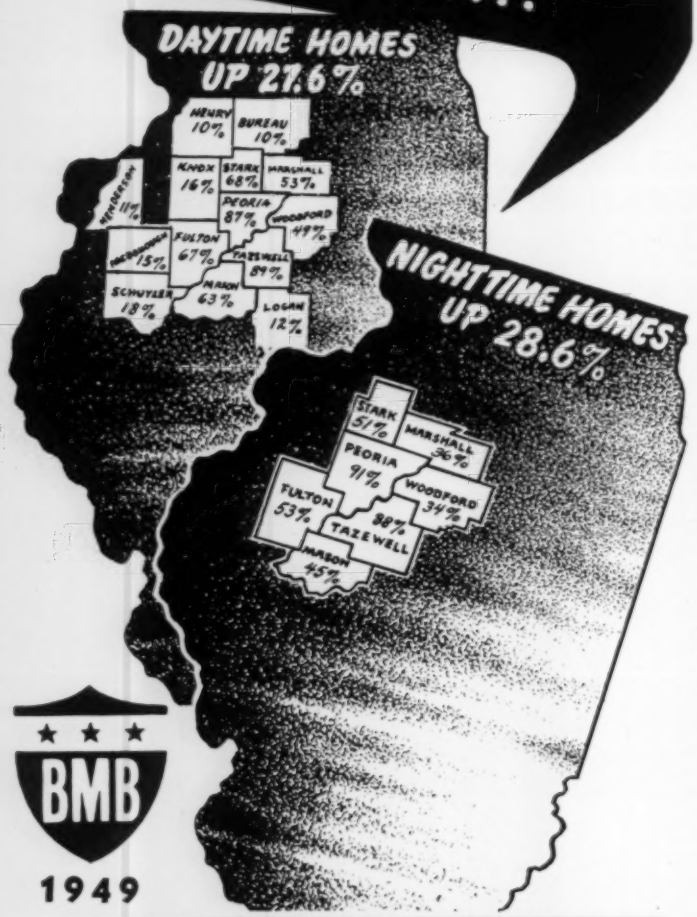
a BIG frog in a BIG pond!

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Again . . . BMB Shows WMBD with Largest Daytime and Nighttime Audience in Peoriarea . . . . .



BMB 1949

STATION AUDIENCES*

COUNTY / CITY	Radio Homes	DAYTIME Homes	DAYTIME %	NIGHTTIME Homes	NIGHTTIME %
FULTON	14960	10140	67	8060	53
CANTON	(4380)	(3020)	(69)	(2960)	(68)
MARSHALL	4150	2210	53	1500	36
MASON	4770	3010	63	2170	45
PEORIA	50950	44410	87	46450	91
PEORIA	(36820)	(32940)	(89)	(34100)	(93)
STARK	2720	1860	68	1390	51
TAZEWELL	18780	16850	89	16690	88
PEKIN	(6750)	(6050)	(90)	(6230)	(92)
WOODFORD	5570	2750	49	1910	34
BUREAU	11810	1200	10		
HENDERSON	2580	280	11		
HENRY	12870	1350	10		
KEWANEE	(6010)	(1150)	(19)		
KNOX	16780	2710	16		
LOGAN	9040	1080	12		
McDONOUGH	9160	1450	15		
SCHUYLER	3490	650	18		
STATION TOTAL		89,950		78,170	

Daytime 1946—70,480.
Daytime 1949—89,950 . . . UP 27.6%!
Nighttime 1946—60,800
Nighttime 1949—78,170 . . UP 28.6%!

AM WMBD FM

PEORIA

CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

A Look at BMB

(Continued from page 26)

is most likely to follow the pattern of listening to a station, and while the BMB data does not measure listening to a program, it provides a good relative measure of the probable program impact by counties.

"The data is most useful in obtaining a probability picture of the relative impact of a certain program by geographic areas. We can then compare networks, or parts of networks, or individual stations, to estimate the relative geographical impact of a program before it is put on the air.

"As a fairly large user of network and local radio, we feel that the BMB data is valuable to us and we use it consistently in measuring our advertising intensity, although, in so doing, we recognize the limitations of the data."

Melvin Brorby, vice president of Needham, Louis & Brorby, Chicago agency, thinks in two ways when he ponders the subject of BMB—as an agency operator and as an agency member of the BMB board. He voiced regret that the report was delayed in issuance and that it could not be published in the form of a one-volume area report similar to the 1946 study.

In any case, he says the BMB information "is just absolutely essential to agencies and advertisers to permit them to make proper use of radio." Obviously this is the case as television starts to make a strong impact, he noted.

"It seems just as obvious to me to comment that the BMB organization in some form or another needs to be kept alive," he said. "Otherwise the whole radio industry will move backwards, and money will undoubtedly flow from radio to other media.

"As to the specific increased usefulness of this present report over 1946, it is a little early to give complete reactions based on experience. I have asked our media, radio and research departments for their reactions, and I find them very favorable and very much pleased that the audience measurement has been carried farther than once-a-week listening. The absence of the area book does make it more difficult to use the figures, but that does not affect the fundamental need for the figures.

"I am sure you will find this experience a common denominator with all agencies."

50% Good Cutoff Point

George Kern, radio timebuyer of Benton & Bowles, New York, has found, on the basis of preliminary studies, "that for rule-of-thumb the 50% level is a good cutoff point for once-a-week listening. However, we expect to refine this by considering a range of 3 to 7 times-per-week listening.

"We will also, for certain studies of specific market and station comparisons, use the circulation figures.

"Until we can study the data and work out our own interpretations of the BMB reports, we could not suggest a generally 'most useful' way for stations to present their BMB information.

"In the meantime, what we would like is the BMB data on nonsubscriber stations!"

Ann Smith, speaking for Ralph H. Jones Co., Cincinnati and New York, declares the BMB data "come closer than anything else available on a national basis to providing, on a comparable basis, the relative sizes of audiences of radio stations. To that extent, the BMB figures are roughly comparable to ABC figures for potential audiences of magazines and newspapers. They show where readers or listeners are located, and are a measure of the size of the *potential* audience."

"Of course," she continued, "one cannot compare radio audiences with audiences for printed advertising on the basis of *potentials*, but only on the basis of actual reading or listening. The potentials, representing ABC circulation figures or BMB audience figures, are usable only as a base against which ad readership figures and program rating figures are applied to obtain some indication of the number of readers of an advertisement or of the number of listeners to a program.

Areas Under 25%

"We believe that in areas where less than 25% of the families listen to a station once a week or more often, the chances of getting listening to a specific program on that station are usually remote.

"For this reason, and to be conservative, we are inclined in most of our uses of BMB figures to eliminate from consideration those counties and areas for a particular station, where the BMB figures are under 25%. In other words, our uses of BMB audience figures are usually based upon audiences in counties where 25% or more of the families report listening to the station once a week or more often."

As radio and television director of Van Sant, Douglas & Co., Baltimore, Robert V. Walsh said the agency has been "very pleased with the BMB report as issued" but would be much more pleased if it "had some sort of assurance" that another report will follow as rapidly as this one becomes outdated.

"Certainly radio needs to fight with all the weapons at its command now that television is so strongly here," he said. "It would be tragic for radio not to use the strong weapon of research."

Mr. Walsh took the BMB report and separated the "good" from the "bad." On the good side he listed:

a. The job has been very well done. This report is much more significant now that it has breakdowns of night and daytime, days per week, listening figures. It is possible to analyze the comparative stature and weight of impact of the station with a good degree of accuracy.

b. The maps provided for the various

(Continued on page 73)

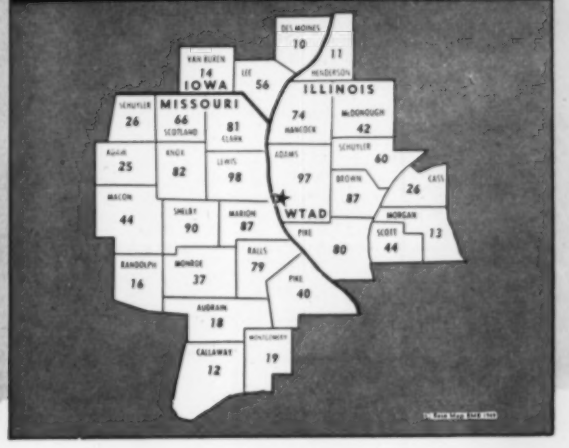
FOR COVERAGE WITH IMPACT!

WTAD

WTAD-FM

QUINCY, ILLINOIS

NEW *BMB* FOR COVERAGE



Total Audience — Day 88,210
Night 68,660

NEW *HOOPER* FOR AUDIENCE IMPACT

Covering not only Quincy, Ill., but Keokuk, Iowa, and Hannibal, Mo., as well (as shown by Hooper Survey, Dec. 1949-Jan. 1950)

TIME	Homes Using Sets	WTAD	A	B	C	D	E	F	G
Mon. thru Fri. 8:00 A.M.—12:00 Noon	24.9	**56.4**	16.1	1.5	7.3	0.8	3.6	6.5	0.4
Mon. thru Fri. 12:00 Noon—6:00 P.M.	23.3	**46.3**	21.6	2.3	7.2	1.2	5.9	6.1	1.2
Sun. thru Sat. 6:00 P.M.—10:30 P.M.	34.1	**65.7**	10.8	0.8		2.2		6.8	1.7
Sunday Afternoon 12:00 Noon—6:00 P.M.	22.1	**37.0**	22.1	26.8	1.2	7.0	0.8	21.7	7.4

IN ONE OF THE RICHEST AREAS IN THE U. S. A.

Any way you look at it, there's no substitute for coverage plus audience impact. WTAD with a 50% or better BMB penetration of 13 farm rich Illinois and Missouri counties has real coverage, and the Hooper Station Audience Index for Quincy, Keokuk and Hannibal shows that WTAD never has less than 37.0% of the available listeners and hits a fat 65.7 peak.

That's sure-enough dominance to merit a place in your radio coverage plans. Get complete details and availabilities from your Weed representative or write Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS

WTAD QUINCY, ILLINOIS 930 KC 1000 Watts • CBS Affiliate **WTAD-FM** 99.5 MC ERP 53,000 Watts

kglo MASON CITY, IOWA 1300 KC 5000 Watts • CBS Affiliate **KGLO-FM** 101.1 MC ERP 16,000 Watts

Represented By WEED & COMPANY — New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco

Good Management makes a good station. Good Management will neither offer nor accept anything but a good value. When you buy time on a well-managed station, you therefore get your full money's worth—plus.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

WJEJ
AM and FM
TOPS
Hagerstown Trade Area
Improving with Age
After 18 Years
WJEJ
Enjoys Highest Rating
In Its History
See
BMB Study #2
Compare with
BMB #1
Serving Even a Larger Area With
WJEJ-FM
FROM A 2310-FT. ELEVATION
WJEJ
AM and FM
HAGERSTOWN, MD.
Represented Nationally by
THE FRIEDENBERG AGENCY

BMB Study Better

(Continued from page 24)

more than one use for the report, figures above are the percent of the total sample which will use BMB in each of the given ways.

In 68.6% of the replies station managers said they would use the report for selling time locally while 47.3% will also be guided by it in audience promotion.

In addition to supplementing present coverage data which the station may have, some of the other uses to which the BMB report will be put include: Comparison with newspaper; guide to future expansion; engineering study; basis for requesting additional facilities.

Do you feel that BMB or a similar service should be continued?

Yes (96.3%) No (3.7%)

If yes, what structure do you think it should have?

Same as at present (27.9%)

With financial support from agencies and advertisers (39.6%)

Be operated by a privately owned research firm (13%)

On an entirely new format (19.5%)

If no, do you feel it is

Too costly? (66.7%)

Fails to provide effective sales material? (33.3%)

Although subscribing station managers were in accord on continuing BMB or a similar service, the structure which this organization should take is not nearly as well defined. In 39.6% of the cases, however, the managers who answered this part of the questionnaire indicated financial support should come from agencies and advertisers. A number of them tempered this answer with a "partial" and a corporate structure, with stations, agencies and advertisers participating advanced in a number of cases. A structure similar to BMI also was advanced, with 3.7% of all who replied indicating this structure by name.

In addition to the BMI type setup, some of the other comments on "structure" ran as follows:

"Part of NAB, with separate financing."

"Owned or controlled by NAB with minority stock held by AAAA and national advertisers."

"Private firm with NAB and station, agency, advertiser advice and guidance."

"Set up stock plan under supervision of NAB."

"Would like to see BMB divorced from NAB. However, NAB should be one of the agencies having membership such as AAAA's etc."

"Owned by broadcasters through stock ownership with service being sold to all subscribers similar to Hooper, Nielsen, etc., but with broadcasters owning corporation."

"Believe financial support should be from all users of the service."

"A corporation should be set up, owned by stations, agencies and advertisers."

"All parties who benefit should participate in cost. . . ."

". . . feel that financing is properly that of the stations and not the agencies and advertisers. . . ."

"Industry owned and operated."

"Believe broadcasting industry should take over operation and expenses. . . . agencies and advertisers represented on board of directors in minority. . . ."

"Tripartite financing is sound idea. . . ."

"Some plan must be devised so that all stations will be included. It should . . . include participation by agencies and manufacturers."

Remarks on Methods Used

Approximately 14% of the respondents also included comments on the BMB survey or its methods on this question.

Of these a little over 22% commented on the frequency of the studies and the time taken to deliver them. The general trend of thinking by these station managers indicated that the surveys should be taken more often and delivered faster since the radio picture changes so quickly at present. Another 19.5% said they would like to have a greater breakdown of information. The majority indicated a desire for morning, afternoon and evening information for each day of the week. The sample size, cost to stations and method of survey also was commented on by station managers on this question.

With 3.7% of the total sample indicating they did not feel BMB should be continued, two-thirds said they felt it too costly, with the remaining indicating that it fails to provide effective sales material. Of the 96.3% who voted for continuation of BMB or a similar service, approximately 8% also marked this section of the question regarding cost, while about 3% said BMB had failed to provide effective sales material.

Should BMB issue program ratings as well as coverage reports?

Yes (39.4%) No (60.6%)

On this issue over 92% of the respondents expressed an opinion with the majority, 60.6%, voting against such a move. An additional 5.7% who did not give a definite answer said it would depend on such factors as cost, frequency and size of sample.

Of the 39.4% who voted for BMB to issue program ratings, 74.1% outlined their reasons for favoring such a move. Standardization of program ratings was the chief reason given. A number of station managers also said they felt it would help by giving information on areas not presently covered by rating services. The need for a general program rating service was advanced by a number of managers along this line: "Coverage no good unless you know when they are listening and what they are listening to."

Opposition Gives Reasons

Those station executives who opposed such a move, 60.6%, expressed a reason in 70% of the cases. Of these about 20% said the length of time necessary to tabulate and report the findings would make them outdated before issuance. A slightly lesser number felt the present services to be adequate or said the cost of such a service under a BMB type set up probably would be prohibitive. The size of the sample was felt by a few broadcasters to be inadequate for program ratings. Several station managers expressed their opposition in this manner.

"For the same reason magazines sell on the strength of total circulation—not how many people actually read each ad. . . ."

". . . let's get a good ABC of radio established soundly and working first. . . ."

"No more than the ABC should issue continuing study of newspaper readership."

Do you find that agencies and advertisers place more value on BMB reports than on your usual coverage data?

Yes (80.5%) No (19.5%)

Do you believe that the BMB report is getting you business that you would lose if you did not have the reports?

Yes (56.6%) No (43.4%)

From the replies given to these questions it may be seen that in the opinion of BMB subscribing station executives the reports are valuable in the national field. Although this is conjecture on the part of station officials, it may be seen that 56.6% of them feel they have received additional business through BMB and 80.5% say they believe more value is placed on BMB than other station coverage data. For the feeling of agency executives on this question, see story page 22.

The NEW BMB shows WIOD has the BIGGEST LISTENIN' AUDIENCE in Its History!

For detailed information, call our Rep...
George P. Hollingbery Co.

WIOD
FIRST IN MIAMI

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC

IN DES MOINES

REMARKABLE CHANGES ARE TAKING PLACE IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—January-February 1950, as compared with the same period in 1949. All other network stations suffered a loss.

Percentage Gain or Loss

STATION B	— 6.9%
STATION C	—14.7%
STATION D	—17.6%
KSO	**+25.6%**

**Based on Jan.-Feb. 1950 Hooper Index T.R.P. as compared same period in 1949.*

PERCENTAGE KSO GAIN OVER ALL STATIONS

STATION B	— 6.9%	STATION C	—14.7%	STATION D	—17.6%
KSO	+25.6%	KSO	+25.6%	KSO	+25.6%
KSO gains	32.5%	KSO gains	40.3%	KSO gains	43.2%

**Based on Jan.-Feb. 1950 Hooper Index T.R.P. as compared same period in 1949.*

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

KSO

5000 watts 1460 kilocycles

CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.

NEW BMB FORMULA

Engineering Basis Needed–Huber

By E. J. (Mike) HUBER

General Manager
KTRI Sioux City, Iowa

FOR YEARS the radio industry has been groping for a "radio ABC." No one will deny that we need an acceptable unit of measurement. But, what does the industry want to measure? Coverage (circulation) or audience (readership)? BMB as it exists today does not seem to be the answer. If it were, the curtain would not be coming down on the present setup; there would be greater acceptance for it; there would be less mixed reaction. So, where do we go from here?

Before we answer that question let's analyze the BMB formula as used in Study No. 1 and Study No. 2. It is a report of listening habits based upon a return of postcards mailed to every county in the United States. . . .

Industry Reaction

What is the reaction of the industry towards recall surveys? In the early days of radio that was the unit of measurement used—the old CAB reports. A number of years ago advertisers and agencies both decided that the recall method of measurement was not sound, feeling that a coincidental survey would be much better and, as a result, CAB was put in moth balls. Why then do we continue to spend thousands of dollars to reverse that decision? . . . People tune to programs, not stations

It was felt that by getting away from the once a week listening that Study No. 2 would be the answer. I believe that we will run into the same difficulty that we did with Study No. 1. What does six or seven times a week listening mean? Does it mean that these listeners tune to that station for every program throughout the day or night, or to just one favorite program that is on each day? . . .

A New Formula Needed

So, I repeat, where do we go from here? My own opinion is that we must get away from the "audience measurement" formula. We already have that in Hooper, Conlan and Nielsen, but not on a nationwide scale. Why not have a unit of measurement that changes every time a program shifts either from one station to another or from one network to another? A measurement that changes with every new station in a market, with every power and frequency change. Is it any wonder that timebuyers can't keep up with the so-called "coverage"? Space buyers don't go through this constant confusion in evaluating other media . . . why radio?

A formula must be found that will not invite a lot of "ifs" and "ands." During my 28 years in advertising and radio I have looked and listened to thousands of media presentations of every type and description. All, without exception, were based upon CIRCULATION according to ABC audit statements; not a word as to the number of subscribers who READ the advertisements.

Suggests Plan

Giving all these facts unbiased thinking gives me but one answer for a "measurement" formula that is sound, factual, and standard . . . physical coverage as established by engineering standards. Offhand I'd say that this could well be the 0.5mv contour. This feature is a common denominator for all stations; timebuyers wouldn't have to take a station's word for it if there was any question—the data is on hand in Washington. Radio's rates are based on this data, so why shouldn't the advertiser buy radio on that basis. Let's take a "for instance." A station has 200,000 radio families in its 0.5mv area; it is up to that station to program to invite as many of those 200,000 as possible to tune to that station. No matter how programs shifted from station to station; from network to network; how many new stations came into the picture, that station would still have its potential of 200,000 radio families! Program ratings, or station popularity does not, and will not, change the number of radio homes in a 0.5mv area.

So, why not solve this radio measurement dilemma based on a formula used by other media. Make it an engineering project, add engineering personnel to our research staffs. Use Hooper, Nielsen, Conlan or any other program rating, or program popularity service for the purpose for which they were established—to improve programming and increase listenership for stations and networks. I am convinced that approached from this angle radio will come up with a measurement plan that will be sound and acceptable to all.

Defense Radio Feature

SAMPLE SCRIPT of new monthly radio feature, to be inaugurated by the Defense Dept., has been prepared by the department's radio-TV branch for immediate mailing to women program directors and broadcasters, Charles Dillon, branch chief, has announced. Titled *Defense News for Women*, the news-feature series has NAB endorsement, Mr. Dillon added.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

IN
THE NATION'S *MOST STABLE*
BUSINESS MARKET*
KELO IS

1st by BMB
1st by CONLAN
1st in ADVERTISERS
1st in RESULTS

*SIOUX FALLS TRADE AREA

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Let's talk about COSTS

Dollar for dollar, listener for listener, DAY AND NIGHT, there's no substitute for WOAI in the Southwest. Based on the new BMB and one-time rates for a WOAI chainbreak, every dollar you spend buys 11,516 listening families daytime; 10,732 listening families nighttime. This means:

316,700 families listen to WOAI regularly daytime*

590,250 families listen to WOAI regularly at night*

In the fast-growing WOAI market 740,700 families listen to WOAI at night every week; 395,350 families during the days. To sell the Southwest better, buy WOAI. The January-February Hooper shows WOAI has 83.3% more metropolitan audience in total rated periods than the second station in San Antonio. For a better buy . . . it's WOAI. Call your Petry man.

*Three or more times per week.

NBC TQN

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

•
•
•
•

THERE IS NO SUBSTITUTE FOR

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

IN THE SOUTHWEST

•

*WH

WHO GOT GERTIE'S GARTER?

WRVA *DID!* Because of elastic budgets, WRVA is prepared to meet them with four result-producing participating programs. WRVA believes the small advertiser should have *more than radio* as a good medium . . . more than WRVA as a good radio station . . . and more than an announcement availability.

WRVA takes another great step! For little more than the cost of an announcement WRVA offers participation in well-established, well-promoted, and well-merchandised programs . . . *all* the benefits of top-notch programming and personalities . . . at a *fraction* of the normal cost. One of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE

*Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high Hoopers and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.).*

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N. C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, biweekly, or once a month.

HOUSEWIFES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

The WRVA "extra step" is all-important . . . particularly to those advertisers new to radio!

WRVA

50,000 WATTS

RICHMOND and NORFOLK, VA.

REPRESENTED BY RADIO SALES

Editorial

NARBA Now or Never

AT THIS moment there's no deal with Cuba on AM broadcast allocations. The on-again-off-again negotiations looking toward amicable settlement of assignments appear to be definitely off, now that the American delegation has returned from Havana empty-handed after eight vexatious weeks.

What will happen is anybody's guess. Cuba had tacitly accepted our plan for equitable allocations which would have resulted in minimum interference. Then for reasons hard to fathom, it submitted an outlandish counter-proposal.

Cuba now knows that the U. S. will accept nothing less than the Feb. 22 proposal. It knows that nothing short of an agreement subject to Senate ratification will be acceptable. It knows that the consequences of an "ether war" would be disastrous to it as well as to many stations in our Southern area. And it knows it would undermine American good-will.

The U. S. delegation, headed by FCC Commissioner Rosel H. Hyde, was conciliatory and acted in good faith. Anyone less patient would have pulled up stakes much earlier. Comr. Hyde exhausted every possible approach to agreement.

This latest episode shows the futility of attempting to work out bilateral agreements. The Montreal-postponed NARBA sessions are scheduled to resume—perhaps in Washington by Aug. 1. We hope Cuba will hold the line and adhere to the intent of the last NARBA until that conference is held. If the upcoming sessions fail, there would be little purpose in holding any future inter-American broadcasting sessions.

In Transit or Insolvent?

WHAT IS THE fate of FM, radio's erstwhile Wonder Boy? Is it a sleeping giant or a pigmy headed for extinction?

The question isn't pitched that way for the April 17 FM session at the NAB convention in Chicago. Yet there's no doubt what's in the minds of those who have poured dollars and zeal and inspiration into the medium hoping that one day it will get rolling.

Licenses and construction permits are being turned in—the latest by the *Milwaukee Journal* stations, whose head, Walter J. Damm, was one of the early FM enthusiasts. His reasons, as given to the FCC, are economic—FM hasn't developed the circulation expected. He concludes the public doesn't want it.

It's the same old story. An art or an industry cannot be artificially stimulated. The air lines provide the finest and swiftest means of transportation ever devised. Yet they do not make money in ratio to investment. FM is a superior *aural* service. To say it hasn't made money, is understatement.

When it became evident that, in most areas, conventional FM, horizontally competitive with AM, wasn't making expected strides, wiser broadcasting heads turned to specialized uses. There were born Transit Radio, in-store broadcasting, and other special services. The by-product tails were wagging the FM dogs.

Then came the wrecking crews. Medium maligned medium. The devastating catch phrase "captive audience" was resurrected, particularly as to transit radio, despite the fact that in virtually every poll 90% of the transit public liked it. The FCC, never one to shy away from controversy, moved in on the act—even before it got the invitation—and its judgment now is awaited as to whether transit radio and these other adaptations are in fact radiobroadcasting or something else—like mobile or point-to-point.

Transit Radio Inc. is tending to its knitting. It is tapping new sources of revenue—notably in the retail field where AM has never done better than 10% of the national volumes. Hence it is opening new dollar vistas. This process could help *all* of the radio media.

Transit radio obliquely is attacked as a monopoly since most of the street car and bus transports are singly-owned. That argument falls flat since contracts run for a stipulated number of years and the transit company becomes a free agent upon expiration.

We feel that, left to themselves, the specialized FM services can provide a solid financial base upon which this mode of broadcasting can develop—perhaps not spectacularly, but soundly. Service is not restricted to the transient or riding public. The in-home public seems to listen and like it too. These services can save FM lives and the FM medium.

The danger reposes in Government. The FCC, albeit with a wholly different membership, in the last decade did all but throttle FM by loving it to death. It planned its economy by assigning so many facilities to so many markets. It seriously maimed many AM facilities by tossing its engineering standards overboard through indiscriminate licensing with resultant degraded service. It was in a mood to do the same in TV, using its "planned economy" technique, but found the medium so volatile that it couldn't be stopped, even with such an artificial road-block as the "freeze."

The "captive radio" epithet will be overcome. It must, because all advertising is designed to "capture."

The FCC, under the Communications Act, is duty-bound to provide for the larger and more effective use of radio. If it should essay to restrict the uses of FM for specialized services, such as transit radio, it would not be promoting wider use of that now a-begging spectrum. It would be throwing an anchor to a drowning man.

Branded by Radio

IN AN IMPROMPTU song-fest following one of those Vodka-drenched banquets that were popular back in the days when Washington and Moscow were on speaking terms, a young American officer found himself in sudden limelight. The Russians, who had entertained with fervid singing of their native music, asked him to present an American folk song.

Responding amiably, he sang the first tune that came to mind. It was the Pepsi-Cola jingle.

Our point in repeating this war-time anecdote is not political. Rather it is recalled as an illustration of the persuasiveness of radio in making an almost generic term out of a product's name and advertising slogan.

This week in New York the fifth annual conference of the Brand Names Foundation will be held. Chances are that if someone unexpectedly were called upon at that circumspect gathering to sing a folk song, he would sing the hymn to Pepsi-Cola, or some other radio-advertised product.

The part that radio has played (and that television is beginning to play) in making household words of brand names is incalculable. There isn't any better medium than radio for making the public name conscious.

For brand names, radio, like Pepsi-Cola, hits the spot.

Our Respects To—

JOSEPH MAYNARD GILLIAM

ABOUT the time Guglielmo Marconi was getting around to doing something about the wireless gleam he had in his eye another person destined to make his mark in the radio field was growing up on a Virginia plantation. Today the name of Joseph Maynard (Pop) Gilliam is illustrative of successful station ownership that goes back to the early '20s—the pioneer era of commercial broadcasting.

As president and general manager of KPBX Beaumont, Tex., "Pop" Gilliam today looks back to his plantation life and attributes to his father's training and common sense philosophy the success he has attained. The elder Gilliam, also owner of a small mill and a country store, implanted in his son a firm belief in work—hard work.

Born May 11, 1883, young Gilliam at the age of 16 decided to leave the plantation in the Sussex County community of Yale to go to Richmond. His first job was as a bundle wrapper in a dry goods store at a salary of $3 per week. He was soon promoted to helper in the white goods department with an increase to $5 per week, and was allowed to wait on customers. Next promotion was to assistant to the head salesman in the carpet, matting and linoleum department. There his salary was $7.50 per week.

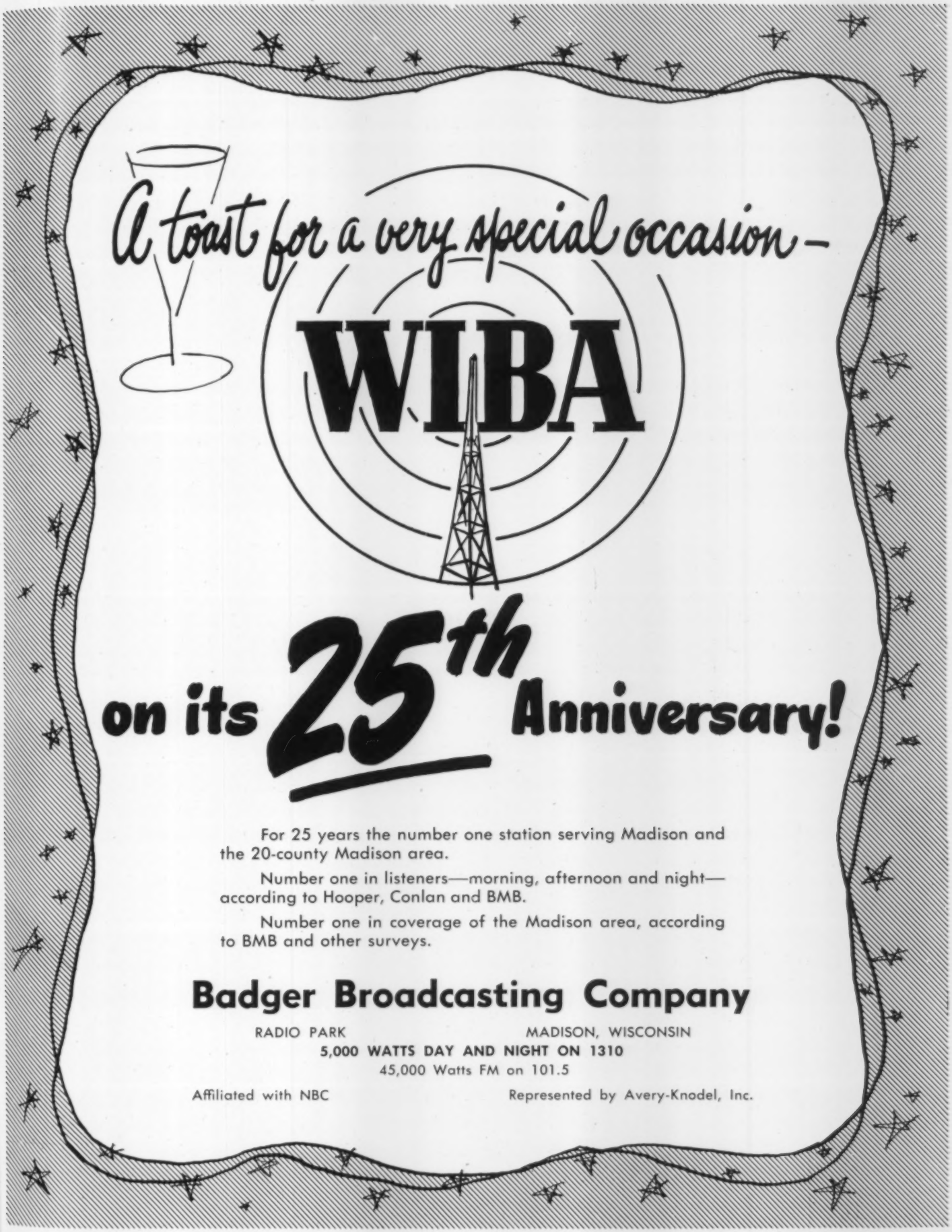
During this period, Mr. Gilliam's father kept insisting that he go back to school. He finally agreed to go to a preparatory school. Until that time his schooling had been in a one-room country school house which his father built and gave to the county. The elder Gilliam wanted his son eventually to study law but Joseph Gilliam decided otherwise and left the school to get a job as a book agent on a commission basis of 20%. He made over $100 the first month.

His school days were not ended, however. He decided to take a business course, but kept on selling books and went to school at night. It wasn't very long before he was made manager of the Southwest Publishing Co.'s branch office at Richmond.

In 1910, the president of the Southwest Publishing Co. at Nashville, Tenn., died. Young Gilliam received a wire to come to Nashville and was made vice president at a salary of $2,000 per year. Two years later he sold his stock and went into the wholesale jewelry business with headquarters in Nashville. In 1919 he moved his headquarters to New York City.

It was in New York that he became acquainted with one of the vice presidents of the

(Continued on page 40)


A toast for a very special occasion –
WIBA
on its 25th Anniversary!
For 25 years the number one station serving Madison and the 20-county Madison area.
Number one in listeners—morning, afternoon and night—according to Hooper, Conlan and BMB.
Number one in coverage of the Madison area, according to BMB and other surveys.
Badger Broadcasting Company
RADIO PARK MADISON, WISCONSIN
5,000 WATTS DAY AND NIGHT ON 1310
45,000 Watts FM on 101.5
Affiliated with NBC
Represented by Avery-Knodel, Inc.

Respects

(Continued from page 38)

AT&T Co., who also was manager of WEAF, later sold to RCA. Mr. and Mrs. Gilliam were invited to visit the WEAF studio and that's where the radio bug bit "Pop" Gilliam.

His first entry in the field was in 1922 when he bought the old KTAT Fort Worth. By 1926 he had purchased three other stations but each was a liability. Progress was sure, but slow.

In 1928, he commenced to strike pay dirt on his smallest station, KGKO Wichita Falls, a 250 watter built at a cost of $12,500, and later moved to Fort Worth. Over $26,000 was netted the first year. Expanding his activities still more in 1929, "Pop" Gilliam organized the Southwest Broadcasting Co. KOMA Oklahoma City and two stations in Texas were purchased by Mr. Gilliam and his associates, giving them a total of seven stations.

All of the stations but one were making a profit when "Pop" Gilliam got the idea he could make a fortune quicker drilling oil wells. He sold out his interest, went to East Texas and lost it all in about six months.

Broadcasting again beckoned. This time—in 1931—he went to Beaumont and in 1932 purchased KFDM from the Magnolia Petroleum Co., a Standard Oil subsidiary. "Pop" Gilliam found himself with a station that was never used commercially and discovered that local advertisers did not believe in radio advertising. "I don't know how we got by," he says, "but it finally commenced to pay off. We joined the NBC Blue Network in 1937, and in 1939 I sold the station to the present owners."

For the next 10 years he was in the building business and also dabbled in real estate, buying and selling, also making investments. Radio still figured strongly among his varied activities and interests and he did something more concrete about it in the fall of 1949 when he became associated with KPBX in a reorganization move.

As president of KPBX, Mr. Gilliam has for his associates the following Beaumont businessmen: S. L. Oakley, vice president; D. K. Maxted, second vice president; F. L. Beckenstein, secretary; W. L. Hammond, treasurer; and L. E. Stagg Sr., H. Waldo Graff, Gus A. Becker, C. E. Snowden, Walker M. Saussy and Eugene M. Zuckert, directors.

Wife Also a Virginian

Mrs. Gilliam is the former Virginia Blackburn Anderson of Lynchburg, Va. The Gilliams have no children but have had the pleasure of educating 15 young men and girls, two of them as foreign missionaries.

Practically all of his friends and business associates have been calling him "Pop" for about 25 years. He got that name at a station owners' meeting in Dallas about 1926 when someone called on one of the "Daddies" of commercial radio to say something. "From that time it has been 'Pop' and I really like it," he says.

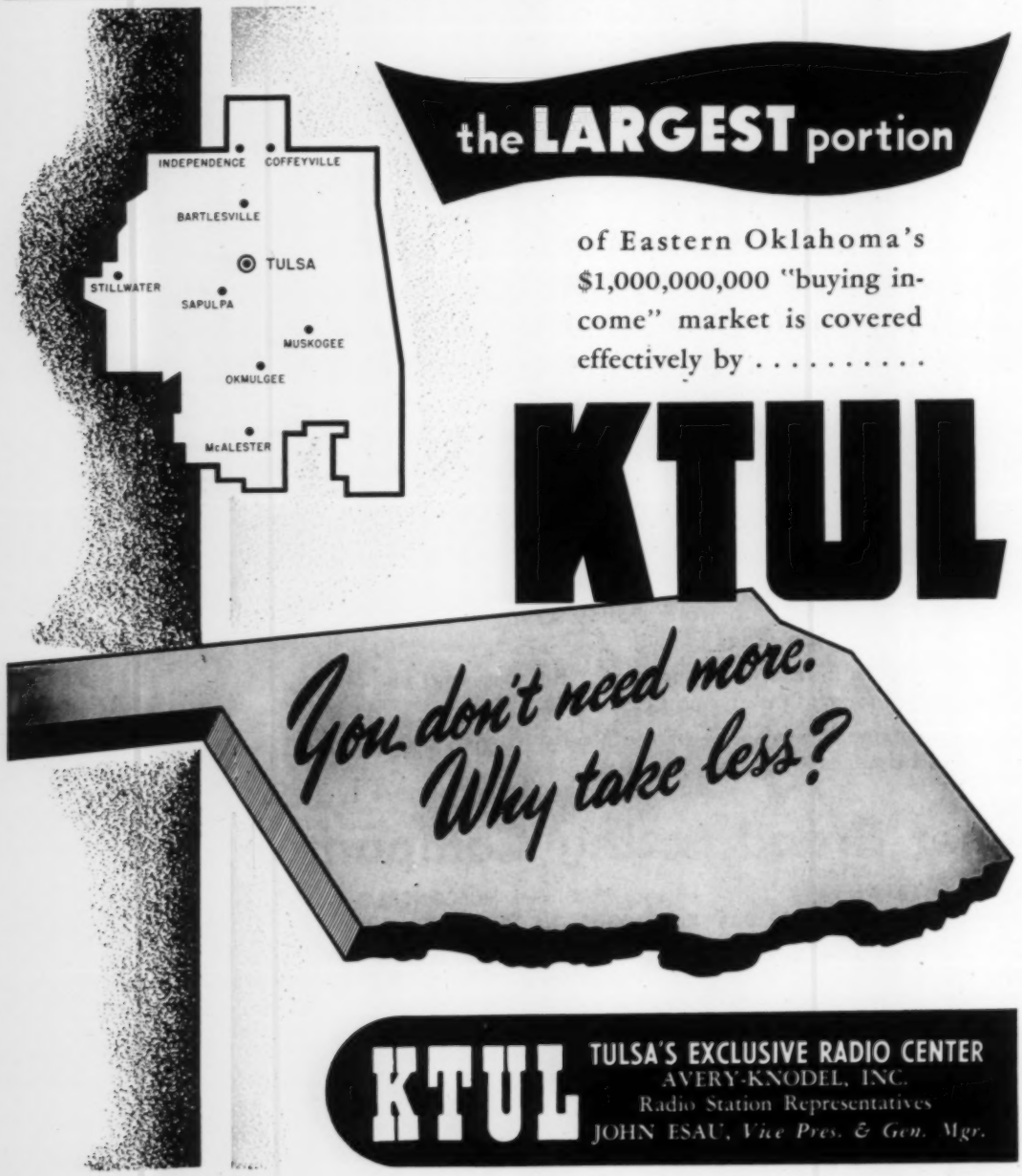
Pointing out the difficulties faced in operating a radio station, Mr. Gilliam refers to his days with KFDM when he got the reputation of being the best "horse trader" in Beaumont. He traded advertising for automobiles, real estate and everything else of value that he could re-sell to get the money to keep going. He still has most of the real estate he traded for advertising and says it is now worth between $25,000 and $30,000.

That "Pop" Gilliam and his associates are putting KPBX over is shown by a total of over $40,000 in sales reported for the first two months of this year.

As for television, he says his organization already is preparing an application for TV for presentation to the FCC.

Mr. Gilliam formerly belonged to the Rotary Club, the Country Club and many other leading clubs, but of late years has devoted himself to business and church activities.

A nature lover, "Pop" Gilliam has 28 big oak trees in his yard, a variety of flowers, and homes for squirrels and birds. "They are my hobby," he says.



Management

LEO HOWARD, former national commercial manager of WKY Oklahoma City, appointed station manager of KDMS El Dorado, Ark., scheduled to go on air April 15.

RICHARD A. CLARK, sales manager of WRUN-AM-FM Utica, N. Y., appointed manager of stations in addition to his present duties. He succeeds **THOMAS E. MARTIN,** resigned.

Mr. Clark

JACK M. DRAUGHON, president and general manager of WSIX Nashville, is at Robertson County Hospital, Springfield, Tenn., on a weight reduction diet. He expects to return to his office within a few days.

R. R. SEAL resigns as manager of KOB Albuquerque, N. M. He formerly was in radio production in Hollywood. **ROLF S. NIELSEN,** program director and assistant manager, reportedly named acting manager of station.

HOWARD E. CURNEY, manager of WGVM Greenville, Miss., resigns due to ill health. **DAVID M. SEGAL,** owner of station, continues as active general manager.

HAROLD KRELSTEIN, vice president and general manager of WMPS Memphis, and Betty Dwyer have announced their marriage.

Another 6 Great Series ON

COLUMBIA Microgroove TRANSCRIPTIONS

"THE MEREDITH WILLSON SHOW"

A FULL 15 MINUTES ON A 10" DISC!

SPONSOR: FALSTAFF BREWING CORPORATION (ST. LOUIS, OMAHA, NEW ORLEANS)

Three times as much program per disc is only one outstanding advantage of the sensational Columbia LP Microgroove Transcriptions. Multiplied by 48 stations on a 3-per-week basis, it means substantial savings to the sponsor, Falstaff Brewing Corporation (St. Louis, Omaha, New Orleans).
Columbia LP Transcriptions not only cost less per record, permit more program time per record—they save on packing, shipping, and storing!
Let us supply the complete details. Call, phone or write.

DON'T MISS OUR EXHIBIT
NAB CONVENTION
APRIL 12
Suite 509

Columbia transcriptions

A Division of Columbia Records, Inc. CBS

Los Angeles: 8723 Alden Drive, Bradshaw 2-2759 • New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

"Columbia," "Masterworks," CBS and Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

Commercial

JAMES GATENS, formerly commercial manager of *Greenville* (Miss.) *Democrat-Times*, appointed regional sales manager of WGVM Greenville, Miss. EDWARD M. GUSS, formerly account executive of WJPR Greenville, named local sales manager.

STEPHEN A. MACHCINSKI Jr., with Adam Young Television Inc. since 1946, appointed vice president of organization.

CHARLES F. KREITZER, sales manager of WKJF Pittsburgh, resigns to take position with U. S. Chamber of Commerce. CHARLES E. SCHMELZ, previously with *Pittsburgh Post Gazette*, replaces Mr. Kreitzer. JOHN FLATTERY, formerly with WMCK McKeesport, Pa., joins WKJF sales staff.

ROBERT BEILOH, former account executive of KCMC Texarkana, Tex., joins KTFS that city, as commercial manager.

TED BOYNTON, formerly promotion manager at WGAR Cleveland, moves to station's sales department.

KSMN Mason City, Iowa, appoints WM. G. RAMBEAU Co. as national representative.

WXGI Richmond, Va., becomes active member of Virginia Assn. of Broadcasters.

WATKINS NAMED

New WBBQ General Manager

APPOINTMENT of John W. Watkins, formerly commercial manager, as general manager of WBBQ Augusta, Ga., has been announced by the Savannah Broadcasting Co., operator of WBBQ and the Augusta Baseball Club. He replaces George G. Weiss, who has been granted an indefinite leave of absence.

Mr. Watkins has been commercial manager of WBBQ since its beginning in 1946. Previously he was connected with WHAS and WGRC Louisville, WCKY Cincinnati, WCSC Charleston, S. C., WING Dayton, Ohio, and WGAC Augusta. Mr. Weiss announced plans to move to New York to continue his work in radio. He retains his title as president of Savannah Broadcasting Co., and his 37% stock interest in the company, as well as 93% interest in WPAL Charleston, S. C.

Telecasting Insert
Pull Out for Filing

REPAIR WORK

Cite Radio, Phonograph Need

NEED for millions of replacement parts and new equipment and a vast amount of work for the serviceman is indicated for home radio sets and phonographs this year, according to Caldwell-Clements Inc., New York, publisher of the monthly magazine, *Radio & Television Retailing*.

In a listing of typical repair jobs now needing attention, the publisher estimates that 30 million tubes and 28 million capacitators will be needed in radios. Figures for other radio components include: 6 million volume controls, 6 million speakers, 10 million batteries, 10 million dial lights and 5 million dial drives. In addition, an estimated 2 million phonographs need repair, it was reported.

Caldwell-Clements estimate that 6 million portable radios are currently in use and that 90% of them will require new batteries. There is also a $450 million potential in converting 12-million home phonographs to three-speed operation, it was stated. The estimates were developed under the direction of Dr. Orestes H. Caldwell, editorial director of Caldwell-Clements Inc.

'FIGHT OF WEEK'

New Sports Network Feature

SPORTS Broadcast Network has started a series of sports shows called *Fight of the Week* to run for a 52-week period on 32 stations each Monday at 10 p.m., according to Jack Rensel, network general manager. More stations will be added, he said.

The network also has disclosed a new selling approach: National spots are being sold between the rounds of each fight. Program is broadcast direct from ringside through WPEN Philadelphia, key station for SBN, in whatever city the outstanding weekly boxing events are held. First broadcast was the Giosa-Montgomery contest in Philadelphia on March 27.

World Contracts

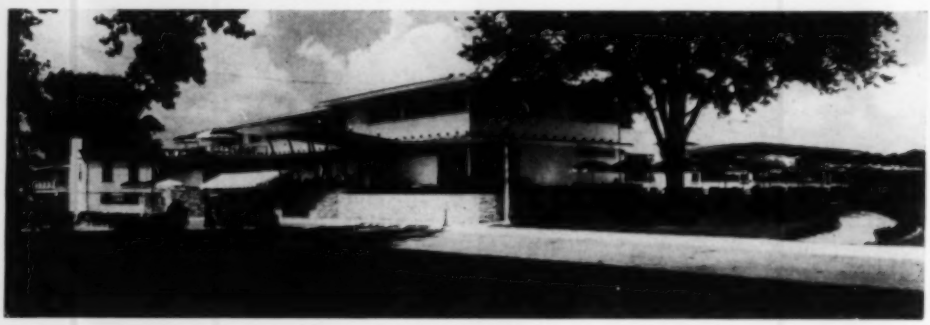
WORLD Broadcasting System announces the signing of 15 new stations for its transcribed library service. Stations include:

KMOD Modesto, Calif.; WTND Orangeburg, S. C.; KENM Portales, N. M.; WJER Dover, Ohio; WDNE Elkins, W. Va.; WTTS Bloomington, Ind.; KQV Pittsburgh; KHQ Spokane, Wash.; WABB Mobile, Ala.; WABG Greenwood, Miss.; WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Ricelake, Wis.

1950 BROADCASTING-NAB GOLF TOURNAMENT

— will be held April 16 at the famous —

TAM O'SHANTER COUNTRY CLUB



View of Tam O'Shanter, looking toward the club house.

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O'SHANTER course, scene of the country's outstanding golf tournaments. The date is Sunday, April 16.

George May

BROADCASTING-*Telecasting* will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

BROADCASTING-*Telecasting*
870 National Press Bldg.
Washington 16, D. C.

ATTENTION: GOLF COMMITTEE

Enter me in the BROADCASTING-NAB Golf Tournament April 16.

Name .....

Company .....

XUM

APRIL 3, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

THE ARIZONA STATION

An estimated 75% of the eyes, ears and pocketbooks of Arizona come under the influence of

KPHO-TV

The only TV station in the state, KPHO-TV covers Phoenix like the Arizona sun . . . is regularly received in Tucson to the south and Wickenberg to the north, and they are buying sets in both places. The type of market covered? Arizona is the nation's 3rd fastest growing state in retail sales, 4th in population.

The Edward Petry Company is happy to serve KPHO-TV as its representative for national advertising . . . and to welcome KPHO-TV into good television company like this:

WSB-TV . . . . . Atlanta
owned by The Atlanta Journal

WBAL-TV . . . . . Baltimore
owned by Hearst Radio, Inc.

WNAC-TV . . . . . Boston
owned by General Tire Co.

KFI-TV . . . . . Los Angeles
owned by Earle C. Anthony, Inc.

WHAS-TV . . . . . Louisville
owned by WHAS, Inc.

KSTP-TV . . . Minneapolis-St. Paul
owned by KSTP, Inc.

WTAR-TV . . . . . Norfolk
owned by WTAR Radio Corp.

WOAI-TV . . . . . San Antonio
owned by Southland Industries, Inc.

EDWARD PETRY AND CO. INC.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

APRIL 3, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

RCA UNVEILS TRI-COLOR TUBE

Urges Color Standards

STRONG IMPETUS for FCC approval of color television was seen last week as RCA publicly unveiled its long-awaited tri-color picture tube and called for adoption of color standards based on quality and compatibility.

Performance of the three-gun single tube, one of two versions demonstrated, was acclaimed by most observers as superior to anything RCA had previously shown in its projection sets based on three color tubes, and RCA experts said refinements will continue.

Brig. Gen. David Sarnoff, RCA board chairman, hailed the tube as the point where "color television begins," and compared its impact on television with that of the atomic bomb in the field of warfare.

Estimates Cost

He estimated—making clear that it was an estimate—that color sets using the single tube might be built to sell for 20 to 25% more than comparable black-and-white models, and quoted RCA engineers' estimates that production might get into swing in one to two years.

The demonstration, presented in Washington Wednesday for newsmen and followed by showings for the industry on Thursday, also touched off exchanges between Gen. Sarnoff and President Frank Stanton of CBS, sponsor of the rival field-sequential color system.

Gen. Sarnoff called upon CBS to "move over just a little bit" and adopt the RCA dot-sequential system.

He claimed that if CBS continues to adopt other techniques and equipment—such as the RCA tri-color tube, and the "sampling" and "horizontal interlace" methods which RCA contends are inherent in the RCA system—then there will be little left of the CBS system except its non-compatible field-sequential basis.

LOOKING at RCA's new three-color picture tube are (l to r) Harold B. Law, E. W. Herold and Russell Law, RCA Labs research scientists.

In New York, CBS President Stanton issued a statement saying he was "happy to learn that RCA's three-color single tube is sufficiently far advanced to have been demonstrated," and that "we are looking forward to the official demonstration" in FCC's color proceedings on Thursday.

"We also are looking forward to an opportunity to use the tube with the CBS color television system, because when the single-tube is developed to the point where it is fully practicable for home use, and at an economic price, it can be used with the CBS system more simply than with any other color television system," Mr. Stanton said.

"I do not know how close to commercial reality this new tube is but I hope that the public will not have to wait until the tube is perfected to enjoy color television. CBS has demonstrated, to the public as well as to the experts, that it has a color television system that works well now and inexpensively."

Sarnoff's Reply

A few hours later Gen. Sarnoff issued his reply.

"I have read Mr. Stanton's statement about the RCA color tube which he has given to the press today," he said. "While it is true that CBS can, and probably will, throw away its mechanical disk and replace it with an RCA color tube, this would not overcome the deficiencies inherent in the CBS system.

"It would still not be compatible with black-and-white. It would still have low instead of high definition pictures. It would still have color breakup and flicker. The only way I know how the CBS can overcome these deficiencies is to use the RCA all-electronic, fully

(Continued on Telecasting 14)

TV'S AD EFFECT

Won't Kill Others—Schachte

TELEVISION won't "eliminate" other media completely but will serve to weed out the "less effective" avenues of advertising numerically within their own ranks, Henry Schachte, national advertising manager of the Borden Co., said last Tuesday.

Mr. Schachte spoke as a member of an American Marketing Assn. TV panel comprising a representative from each of the major media —television, radio, advertisers, newspapers and magazines—discussing "The Effect of Television on Other Media."

Despite the inroads of TV on other leisure time habits— reading, visiting and movies—"all media will be substantially stronger, command more audience and probably cost more money," he told the AMA luncheon group.

TV hasn't blotted out other media, but it will, in the long run, serve indirectly to decrease the number of newspapers, magazines and even radio stations, all vying for the advertising dollar, according to Mr. Schachte.

Rate Question

Simultaneously, he added, "radio won't be sold by increasing daytime television rates." He identified no station but indicated that any increases are premature at this time.

Television and radio media were upheld, respectively, by Samuel Norcross, formerly of Audience Research Inc., and now TV department manager, William Esty Co., and John Karol, CBS national sales manager.

Mr. Norcross said TV revenue probably will derive from new money and from other media, which "are bound to be hurt though not too apparently." There are figures which indicate that 70% of TV's present business comes from additional appropriations, he added, citing statistics to show that of some 2,300 advertisers, about one-third hadn't previously used radio.

One reason advertisers have looked to video is its resultant "high sponsorship identification," he observed. In New York, for example, TV recently showed a 73% identification as compared to 41.5% for radio. He reasoned: "Television has everything but color"—and that is being considered now in Washington. Furthermore, TV has accentuated brand preferences

(Continued on Telecasting 15)

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PICTURE CODE

To Rule WOR-TV, WFIL-TV

INTENT to strictly adhere to the principles of the Motion Picture Production Code was voiced separately last week by WOR-TV New York and WFIL-TV Philadelphia.

WOR-TV President Theodore C. Streibert in his Monday announcement declared that the standards will apply to acceptance of commercial films and programs, including those produced by WOR-TV.

The MPP code, administered by a Production Code Administration, sets forth applications to crime, sex, vulgarity, obscenity, profanity, costumes, repellent subjects and other detailed prohibitions.

"Practically all the movies shown in television made for theatrical release were produced under the code," Mr. Streibert observed. "There is no reason why the live programs should not meet the same standards" developed by the motion picture industry over the past 20 years, he said.

Mr. Streibert felt they do "for the most part," but added that guides and specifications, clarifying acceptability and good taste, will assist in "insuring that the station meets its public responsibilities."

He also noted the exposure of TV to small groups of all ages and favored development, "before long," of an industry code incorporating principles peculiar to television and similar to that adopted by the radio industry over 10 years ago.

Walter W. Annenberg, editor and publisher of the Philadelphia *Inquirer* which owns the WFIL stations, in his Wednesday announcement specifically cited provisions of the code which refer to depiction of crime, use of vulgarity and restrictions as to costumes and dances.

In addition, Mr. Annenberg has asked the networks serving WFIL-TV—ABC and DuMont—to adopt the code for all network programs. He also called upon the owners and operators of other networks and stations to adopt a similar policy, pointing out that self-imposed regulation would obviate the threat of censorship by the federal government.

Less Awesome

THE average citizen feels much less awe of a television performer than he does of a movie, stage or even radio star, according to Ted Mack, m.c. of radio and TV shows. This was revealed by Mr. Mack last week when he was interviewed by George Dixon, syndicated columnist. "I think I have the explanation figured out," said Mr. Mack. "To see a stage or screen performer the viewer has to go to see them. But we (TV stars) go to the viewer. We come into their homes."

TV PRODUCERS

Basch Named Vice President

ELECTION of Charles J. Basch Jr., of Basch Radio and Television Productions, as vice president of National Society of Television Producers was announced last week by NSTP President Irvin Sulds.

Simultaneously, Mr. Sulds announced the election of West Hooker, president of West Hooker Telefeatures Inc., to the NSTP board of directors. He also reported that formal merger ceremonies between the New York and Hollywood independent packager groups would take place "within several weeks."

Actions resulted from the resignation of Henry White as vice president of the packaging group. Mr. White previously had relinquished the presidency of World Video to join CBS-TV as associate director of television programs [TELECASTING, March 20].

KLEE-TV SOLD

Houston 'Post' Is Buyer

TELEVISION's third major transfer—purchase of KLEE-TV Houston by the Houston *Post's* KPRC-AM-FM for $740,000—was reported last week in papers tendered for FCC approval.

W. Albert Lee, who has been operating KLEE-TV for 16 months, told the Commission that "demands of other interests and conservation of health" require that he dispose of the television facility. He will continue to own KLEE, 5 kw regional outlet on 610 kc. KLEE-TV is assigned Channel 2 (54-60 mc).

Ex-Gov. W. P. Hobby is president and 54% owner of the Houston *Post* and the KPRC radio properties while Oveta Culp Hobby is executive vice president. Another 45%-plus is held through trusts for W. P. Hobby Jr. and Jessica Oveta Hobby. Jack Harris, general manager of KPRC, would also head the newly acquired TV facility.

The KLEE-TV plant originally cost over $380,000, the application stated, with technical equipment totaling nearly $150,000. Mr. Lee indicated his investment in radio and television there amounted to $652,660.

Last major TV sale was $575,000 transfer of KBTV (TV) Dallas to WFAA-AM-FM there, approved by the Commission in early March [BROADCASTING, March 13]

CBC Video Plans

CANADIAN BROADCASTING Corp., will use Channel 2 for its first TV station at Montreal, it has been announced by Donald Manson, acting general manager of CBC. Two channels have been assigned the CBC for Montreal, Channels 2 and 5, but only one will be used at first. Channel 9 will be used for CBC TV outlet at Toronto. Both stations will start operations in the autumn of 1951.

ARRANGING weekly wrestling telecasts on WOAI-TV San Antonio for one year are (l to r): seated, V. L. Sanderford, Seven-Up Bottling Co.; Jack Keasler, WOAI asst. gen. mgr.; E. A. Barabe, Grant's Hardware; standing, Matchmaker Frank Brown; Joe L. Stanton, pres., Southern Electric Co.

CONTRACT for 520 quarter hours for next 52 weeks on WXYZ-TV Detroit is set by (l to r): seated, Hugo Slotkin, pres., Hygrade Food Products Corp.; E. D. Erickson, his assistant; standing, Ned Doyle, Doyle, Dane & Bernbach Inc., New York; Len Kamins, WXYZ-TV sales mgr.; Maxwell Dane, DD&B.

IT'S golf lessons for WOW-TV Omaha viewers as Merle Meeks (seated), Meeks Service Garage, sets the contract to sponsor *Golf Clinic Series*. Looking on are Dick Drummy (l), WOW-TV sales, and Joe Herold, WOW-TV manager. Lessons will be given by Bill Schuhart, pro at Happy Hollow Club.

SPONSORSHIP of 28 of the 55 home baseball games of the Indianapolis American Assn. team on WFBM-TV Indianapolis is arranged by (l to r) William Kiley, WFBM commercial manager, Lou Randle, Associated Distributors (RCA Victor dealer), sponsor, and Ted Nicholas, WFBM account executive.

ATTENDING debut of *News Final*, nightly sign-off feature on WBAP-TV Fort Worth, are (l to r) Samuel Hart, of New York, pres., Richard Bennett Assoc. Inc., custom tailor, sponsor; Lillard Hill, WBAP-TV newscaster; Jack Holmes, WBAP-TV regional sales mgr. Agency is Hirshon-Garfield Inc.

BACKING for the *Admiral Magic Mirror Revue* on KGO-TV San Francisco is set by (l to r): seated, Gayle V. Grubb, gen. mgr., KGO-AM-FM-TV; A. J. Lindholm, v. p., McCormick & Co., Admiral distributor and show sponsor; standing, Vincent Francis, KGO-TV sales mgr.; Julian Kaufman, KGO-TV sales.

SETTING the deal for the Strongheart Dog Food daily announcement participation in *Jim Simpson Sports Revue* on WOIC (TV) Washington, are (l to r) W. Wayne Clark, pres., Washington Distributors; Jim Simpson, WOIC sports dir.; William Linn, sales-adv. dir., Doyle Pack Co., New Jersey.

DISTRIBUTION contracts for the 52 quarter-hour film series, *Kieran's Kaleidoscope*, to be released by United Artists, are arranged by (l to r) John Mitchell, director of television for United Artists; John Kieran, commentator and star of show, and Paul Moss, International Tele-Film.

See . . . Hecht Co. Direct Selling Shows Are a Low-Budget Dream

By JOHN OSBON

TYPICAL array of merchandise is displayed in WMAL-TV studio during the program while three models take orders for items as televiewers call them in. Handling some key products for use on the show are Announcer Jackson Weaver and Miss Crane.

SPRING COMES to Washington and Baltimore almost simultaneously, and the Hecht Co. stores, which traditionally boast a million-dollar advertising budget, bring spring right into the home by way of television.

And if TV's claim on advertisers' sales (plus ad) budgets ever becomes standard practice, Hecht Co. appears certain to be a forerunner in the retail field. An avid user of radio for some 15 years, the store currently maintains the largest TV schedule of any Capital department store.

Hecht Co. has brought its merchandising story to television on a direct sales basis with a rather unique technique. It goes after potential customers while they are seated in easy chairs in the comfort of their own living rooms.

The new sales (and public service) vehicle is its *Shop by Television*, launched on WMAL-TV Washington last Nov. 8, through the Harwood Martin Advertising Agency.

It started simply as a pre-Christmas merchandising experiment. Now, over four months later, store officials readily concede the show is "too good to drop" and have expanded it in point of time and coverage. In fact, Feb. 14 the feature was added to the schedule of Washington's WOIC (TV)—giving a two-station spread comparable to use of two similar newspaper ads on the same day and indicating a possible trend in retail advertising. WMAL-TV feeds the program to WOIC by microwave relay.

Other Features Follow

The *Shop by Television* show has been set as a profitable precedent for two other similar features. One, *Shopper's Review*, is telecast by WNBW (TV) Washington Monday through Saturday, 2-3 p.m. (through Robert J. Enders Agency). The other, *Television Shopper*, is originated by WOIC and fed to WNBW on Thursday at 8 p.m. (through the Martin agency).

Additionally, WBAL-TV Baltimore March 20 inaugurated a *TV Shoppers Revue*, Monday-Wednesday-Friday, 2-3 p.m., for that city's Hecht stores. That series also is handled by the Enders agency.

All programs stress merchandise to a similar or lesser degree than *Shop by Television*, and all have indicated excellent results, depending on the length of time each has been on television.

Still another showcase for Hecht items is the weekly NBC-TV *Leave It to the Girls*, which the store initiated as a network co-op feature on WNBW March 26.

Phone Ordering Catches On

Ordering through video is a basic idea, not particularly new, but the direct sales approach enabling viewers to order by telephone during the telecast—even open charge accounts—may be a harbinger of things to come.

That's exactly what Washington televiewers are doing during *Shop by Television*, 7:30-8 p.m. The format is simple, utilizing the talents of Ruth Crane, WMAL-TV's women's activities director and an old hand at TV; Jackson Weaver, announcer and ad lib artist, and a trio of models who grace the program at tableside, taking orders as fast as they come in.

Actually, the program is one continuous public service "commercial," with Miss Crane displaying and "selling" selected merchandise. She is aided and abetted by Mr. Weaver, who intersperses the continuity with humorous comments and asides.

One explanation for the program's success to date probably lies in the average housewife's incurable desire to window-shop. Actually, Miss Crane and Mr. Weaver help the viewer do just that—and they put the products across, as attested by dollar volume figures, number of items sold and public response.

The show is surprisingly inexpensive, with cost of each telecast running between $500 and $600 (including time and talent)—"about the cost of a full-page newspaper ad," according to James Rotto, Hecht's TV-minded sales and publicity director, who has a sharp eye for comparative merits of all media used by Hecht Co.

Dollar volume has mounted steadily since *Shop by Television* began last November as a quarter-hour experiment, with December spurring sales sharply during the pre-Christmas buying rush.

For example, last Dec. 6 the store offered a variety of items ranging from a 79c cake tin to a $9.95 punch bowl set. WMAL-TV tallied 124 calls during and immediately following the first program. In addition, the store recorded 11 new accounts (with and without orders). Following week, when the show expanded to 30 minutes, 255 units were sold.

Other figures, equally impressive from a direct sales point, included 134 calls and 209 items sold for Dec. 20, and 69 calls and 269 sales for Dec. 27.

The second phase, which got underway last January, has produced results equally good or better than the pre-Christmas weeks. Some tabulations:

Jan. 31—74 orders, 104 items sold, $583.82 in volume; Feb. 7—148 orders, 220 items, $731 volume; Feb. 14—216 orders, 379 items, $1,200 volume; Feb. 21—203 orders, 358 items, $1,064 volume; Feb. 28—646 orders, $2,600 volume. March's results were equally gratifying.

Switchboard Swamped

Prior to Feb. 28, five extra operators aided the three studio models until about 8:45—45 minutes after the show went off the air—with the greatest overflow of calls taking place shortly after 8 p.m.

Beginning with the Feb. 28 telecast, store officials decided to take on 40 additional operators to handle the overflow tabulated by the telephone company, according to WMAL-TV, which had maintained its own private line.

Direct sales are not the only indicator of response. There are a number of inquiries not reflected in sales. Also, Hecht Co. has no way of recording the number of people who made purchases the following day or weeks later, or the busy signals at jammed switchboards. How many people actually call back also is unknown.

Shop by Television is the brainstorm of Kenneth Berkeley, vice president and general manager of WMAL-AM-TV-FM, and Harwood Martin, head of the enterprising agency bearing his name. Mr. Martin ascribes Hecht Co.'s acceptance of the series to the "foresight and enthusiasm" of Mr. Rotto.

"Our feeling is that this represents the first program from which we have obtained tangible and immediate results," Mr. Rotto told TELECASTING. "During the 15 years or so we've used radio, we've been guided largely by blind faith with no assurance of definite results. We're well satisfied. In fact, we hit the bull's eye with the first show."

Mr. Rotto's thinking on the purpose of the show has undergone a change that seems to parallel the program's transition from the pre-Christmas to the post-Christmas phase when the program ceased to be a mere experiment.

Last January he had described sales as a "by-product in our campaign here" and as a valuable indicator "that people are hearing and seeing our products advertised and feel we are affording them a public service."

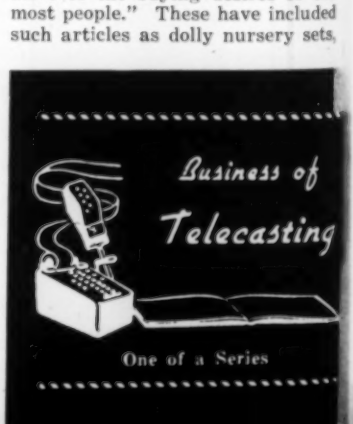
It Sold Merchandise

Last week, however, he observed: "We have thought enough of the program to expand it. . . . We wouldn't have gone in as deep as we have if it hadn't sold merchandise. . . ."

Hecht Co.'s plunge into TV via *Shop by Television* must be deeply satisfying to both Mr. Berkeley, who threw his station's all-out effort behind the venture, and Mr. Martin and his agency.

Mr. Martin took the idea to Mr. Rotto with the feeling that, unless Hecht Co. got into television, it wouldn't be in a position to fulfill its merchandising aims. And the programming has demonstrated, Mr. Martin believes, that TV can be a key factor for the store in terms of *per cost, per time.*

"The show has had a most stimulating reaction from Hecht's own buyers," he said. "And the reasons for its tremendous success are these: (1) We have actually tested audience reaction, and (2) the items selected were truly representative of the buying desires of the most people." These have included such articles as dolly nursery sets.



XUM

leatherette stationery sets, pillows and other "white" items, table radios, etc.

"The items must be timely and selective—not those you can buy in every other store—and the store must be well-stocked in them," Mr. Martin continued. "In addition, they must be items most in demand. If a product is good, it will pull on any program. Of course, there are other methods of merchandising. This was launched as an experiment—to do a selling job by display—and it has been more than successful."

It is such a model merchandising vehicle, in fact, that the program is tabbed for study by Lee Hart, now on leave from Broadcast Advertising Bureau, New York, according to WMAL-TV.

KECA-TV to 7 Days

KECA-TV Los Angeles, owned and operated by ABC, on March 14 started operating on a seven-night, 32½ hour weekly telecasting schedule.

PROPAGATION

Error Claimed in Basic Material

CHARGES of a "basic error" in one of the fundamental studies used by the government-industry Ad Hoc Committee on television propaganda and interference [BROADCASTING, June 13, 1949] were reported last week to be under study by a special subcommittee.

The subcommittee was named to redraft a special "addendum report" which one committee member insisted, in a highly technical 12-page memo, should include "a clear account of the basic flaw which got into [Volume I of the Committee report] by uncritical borrowing from the unreviewed Reference E."

Reference E dealt with methods for efficient allocation of broadcast frequencies above 50 mc and was prepared by K. A. Norton of the National Bureau of Standards and a group of other engineers from the Ad Hoc Committee.

Mr. Norton prepared the so-called "Norton's Curves" which FCC used in reallocating FM from the low to the high band, and which were and still are the object of stringent criticism by FM low-band advocates, including FM Inventor Edwin H. Armstrong.

Dr. Thomas J. Carroll of the Bureau of Standards is the author of the memorandum stingingly criticizing "Reference E." Instead of explaining the "basic flaw" which crept into Volume I via Reference E, he contended, "the proposed addendum contains even more controversial material on multiple interference based on the pitifully few facts deeply buried in Volume I under a facade of mathematical statistical jargon, which I feel we have no right to foist on a long suffering technical world of busy engineers and scientists."

Cites 'Confused Jargon'

He continued:

The only grounds for putting out Volume I in its present form last May was the representation that the TV freeze could not be lifted before the Committee acted. Since this hope has proved most illusory, any further action by the Committee should take the form of cleaning up the unreadable and erroneous material in Volume I and its unreviewed references, rather than in adding more confusion to a muddled situation. . . .

Such confused jargon . . . is not fit material on which to base public policy. The very considerable time I have felt constrained to spend studying Volume I and its references, and addendum, only deepens my first impressions that it is confused and foggy indeed, even when not actually erroneous, and that it should not be put forth under Committee auspices, or under any auspices for that matter, in its present form. . . .

His complaint appeared to be directed against "an erroneous way of combining space and time fluctuations" which he said was introduced in Volume I and Reference E. He charged:

. . . We have to thank Dr. C. H. Page of the Bureau [of Standards] for first detecting (August 1949) the basic error in the method of combining space and time fluctuations. The author of Reference E then apparently thought to make sense of the multitude of originally misunderstood calculations by adding a few words "at least" and "or greater" at several strategic spots in the report through an erratum sheet and to add at the end of the Aug. 1 version for the first time a meaningful definition of the basic symbol F (L, T).

None of the figure captions were altered, although practically everyone of them is erroneous in an important way, just as was the defining equation on which they were based. This legerdermain was illogically achieved in part by altering the definitions of grades of service, so as to fit the formerly misunderstood mathematics. These alterations in definitions do not stand up under close inspection, however.

Once the basic error is appreciated, the only rational thing to do is to back up and start over at the point where the original calculation left the primrose path, regardless of how many curves get tossed into the ash-can reserved for false starts. The only valid way of combining the assumed time and space variations was written down by the junior author of Reference E in his own report. . . . Unfortunately this correct continuation was discarded, in favor of the erroneous continuation. . . .

The Ad Hoc Committee report was used by the Commission in connection with its proposed TV allocations and standards. Just how much these would be affected by an "error" of the nature claimed by Dr. Carroll appeared difficult to ascertain. Some Committee authorities claimed neither the allocations nor the standards would be disturbed.

Voices Disapproval

Dr. Carroll expressed "strongest disapproval" of "the continued policy of acceptance of unreviewed 'references' to the report of the Ad Hoc Committee." He contended new technical material in these references should be published in regular journals and thus be subject to review.

"The technical material on which TV allocation policy is based should be even more carefully considered than that in the average technical publications. Actually, the unreviewed reference policy now being followed by the Ad Hoc Committee is having exactly the opposite effect."

The Ad Hoc Committee is headed by E. W. Allen, head of FCC's Technical Information Division. The subcommittee to redraft the "addendum report," which is concerned basically with evaluation of the cumulative effects of two or more interfering signals upon the desired signal, is composed of Ralph Harmon of Westinghouse, chairman; Stuart Bailey, of the consulting engineering firm of Jansky & Bailey; Harry Fine of FCC, and Morris Schulkin of the Bureau of Standards, one of the co-authors of Reference E.

'THE TV WOMEN'S CLUB'

WCAU-TV Series Seen as Network Preview

IF THE HAT tilts at the right angle, WCAU-TV (CBS) Philadelphia's new program for women may be the styled format for a nationwide television network women's club program.

The weekly half-hour show, *The Television Women's Club*, curtsied to the public on March 15. Sponsor is Proctor Electric Co. of Philadelphia. Initial series of 13 telecasts, 3-3:30 p.m. Wednesday, is being presented under auspices of the Pennsylvania Federation of Women's Clubs with nearby sister clubs participating.

Publicized by WCAU as the housewife's show, the program takes on complete feminine appeal. It is designed to beam into the home a women's-club type of entertainment—fashions, books, hobbies, art, beauty hints, gardening, child psychology, interior decorating, etc.

Network Possibilities

According to WCAU, the shows have been scheduled only for the Philadelphia area. But the telecasts are intended as a test for a network program cultivating housewives' listenership. Program backers have option on exclusive endorsement of the General Federation of Women's Clubs and its five million members. Mrs. Margaret D. Wahl, who is producing the show for Gray & Rogers, Proctor's advertising agency in Philadelphia, owns the rights to the program.

Mrs. Wahl, mother of four children and an experienced TV producer, looks to the TV type of entertainment she has formulated for incorporation into club meetings. The *Women's Club* could form the basis for discussions while presenting non-members advantages of member activities, she says.

Consultant in the program planning is Mrs. Henry R. Christman, radio and television chairman of the General Federation of Women's Clubs. Mrs. Christman says the program will "point out to all women what we are and do and stand for. Then we can interest many women in joining with the General Federation."

The programs originate from the auditorium studio of WCAU at 1622 Chestnut St. Studio audience is being drawn from club membership each week from one county of the nine-county Philadelphia area and from nearby New Jersey and Delaware.

* * *

AT contract signing for the new women's show are (l to r): Seated, Donald W. Thornburgh, WCAU Inc. president; Mrs. Wahl; Walter M. Schwartz, Proctor Electric Co. president; Mrs. Christman; standing, Charles Vanda, station's TV director; Bob Wahl, Gray & Rogers TV director; Russell K. Carter, G&R partner; Joseph Tiers of PEC; Robert S. Kampmann, G&R account executive, and Alex W. Rosenman, WCAU commercial manager.

Telestatus

Rorabaugh February Report

(Report 105)

TELEVISION advertising in February recovered slightly from its January slump to record 2,398 accounts active during the month. The gain was reflected in spot and local business.

In February, 39 additional spot advertisers brought the month's total to 438. Local business rose from 1,687 advertisers in January to 1,890 in February, a gain of 203. A loss of two was shown by the networks between the two months, bringing the February total to 71.

This information is based on the *Rorabaugh Report on Television Advertising*, published monthly by the N. C. Rorabaugh Co. Network figures cover the entire month of February and are received direct from the networks' headquarters. Spot and local material is obtained from the stations and covers the week Feb. 5-11. Five stations which were operating during the test week did not report and therefore are not included in the sections on spot and local business.

ABC-TV, which had 15 advertisers backing a like number of programs in January, dropped to 12 advertisers with 12 programs in February. Two of the advertisers which left the network between the two reports were short-term accounts which had bought time for special promotions.

In point of time purchased and number of stations used, Goodyear Tire and Rubber Co. was the largest ABC-TV advertiser for February. The firm placed *Paul Whiteman Goodyear Revue* on 41 stations for a half-hour Sunday night. Agency is Young & Rubicam, New York.

For both months a total of 28 advertisers was recorded by CBS-TV. Total programs dropped from 33 in January to 32 in February. In all, four accounts were dropped and three added. Those which went off were special one and two time programs. Two new quarter-hour shows and a participating sponsor were added.

Avco Purchase

The largest number of CBS-TV stations was purchased by Crosley Div. of Avco Mfg. Co. for *This Is Show Business*. The half-hour, Sunday show appeared on 53 outlets and was handled through Benton & Bowles, New York. Largest time purchaser on CBS-TV in February was Liggett & Myers Tobacco Co. for *Godfrey and His Friends*. The program appeared on 48 stations for an hour Wednesday night, through Cunningham & Walsh.

The DuMont Television Network had eight advertisers backing 10 programs in February, a gain of one each from the previous month.

The largest number of DuMont stations was purchased by Allen B. DuMont Labs for its *Morey Amsterdam Show*. There were 32 outlets airing the program for a half-hour Thursday night. Campbell-Ewald, New York, placed the business. Drug Store TV Productions bought the largest amount of DuMont time. The firm backed *Cavalcade of Stars* on 19 stations for an hour Saturday night through S. B. Fisher.

On NBC-TV 34 advertisers sponsored 36 different programs in February. This is the same number of sponsored programs as the network carried in January and one less advertiser. Two sponsors let their schedules expire between the two months while one new advertiser was added.

Largest NBC-TV advertiser in number of stations and time purchased during February was RCA Victor. Through J. Walter Thompson, New York, the firm places *Kukla, Fran & Ollie* on 57 stations for a half-hour on Monday and Friday nights.

In the spot field 39 new advertisers were added to the overall picture for the reporting stations. No large accounts, in number of stations bought, were added between January and February.

Hudson Motor Car Co., following the trend in automotive advertising for the introduction of new models, increased its schedule from three stations in January to 32 in February. Esso Standard Oil Co. added 21 stations to its roster for 22 in February.

Automotive Accounts

Of five automotive advertisers who started or added to their TV advertising in January, all had cut or discontinued activity in February. Biggest cut was made by Dodge Div. of Chrysler Corp. which went from 52 stations in January to six in February, according to Rorabaugh. Buick went from 54 to 19, Chevrolet dropped all 26 stations which it had used in January, DeSoto dropped its 10 and Plymouth went from 14 to one. Oldsmobile, which has been consistently active, dropped from 34 stations in January to 28 in February.

In terms of total number of accounts, WTMJ-TV Milwaukee was the leading station in the February Rorabaugh report. It had a total of 136 network, spot and local accounts. In the network field KSD-TV St. Louis topped the list with 54 accounts. Two stations, WGN-TV Chicago and WPTZ (TV) Philadelphia, had 52 spot advertisers each for honors in this field. The leading stations in number of local accounts was KFI-TV Los Angeles with 79, according to Rorabaugh. Eight of the reported stations had

(Continued on Telecasting 18)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	3	..	3
2. Apparel, Footwear & Access.	4	13	100	117
3. Automotive, Automotive Equip. & Access.	8	13	240	261
4. Beer & Wine	4	90	12	106
5. Building Materials, Equip. & Fixtures	..	6	62	68
6. Confectionery & Soft Drinks	6	41	56	103
7. Consumer Service	..	3	156	159
8. Construction & Contractors	..	..	13	13
9. Drugs & Remedies	3	9	11	23
10. Entertainment & Amusements	..	..	29	29
11. Food & Food Products	9	117	288	414
12. Gasoline, Lubricants & Other Fuels	3	10	26	39
13. Horticulture	..	..	17	17
14. Household Furnishings, Equip. & Supplies	6	21	304	331
15. Industrial Materials	..	1	2	3
16. Insurance, Banking & Real Estate	1	3	104	108
17. Jewelry, Optical Goods & Cameras	1	13	40	54
18. Office Equip. & Supplies	..	5	10	15
19. Publishing & Media	2	4	25	31
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	7	12	201	220
21. Retail Stores & Shops	..	..	99	99
22. Smoking Materials	8	14	4	26
23. Soaps, Cleansers & Polishes	3	23	5	31
24. Sporting Goods & Toys	..	..	18	18
25. Toiletries	5	18	8	31
26. Transportation, Travel & Resorts	..	8	17	25
27. Miscellaneous	1	11	42	54
TOTAL	71	438	1,890	2,398

* * *

Weekly Television Summary— April 3, 1950 Telecasting Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	6,785
Atlanta	WAGA-TV, WSB-TV	31,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	10,320
Birmingham	WAFM-TV, WBRC-TV	12,070
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	276,980
Buffalo	WBEN-TV	75,693
Charlotte	WBTV	12,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900
Cleveland	WEWS, WNBK, WXEL	176,474
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790
Davenport	WOC-TV	8,325
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	42,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430
Erie	WICU	32,532
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	9,557
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	6,578
Indianapolis	WFBM-TV	30,000
Jacksonville	WMBR-TV	8,200
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	.....	8,046
Kansas City	WDAF-TV	28,901
Lancaster*	WGAL-TV	35,563
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	24,172
Miami	WTVJ	20,125
Milwaukee	WTMJ-TV	89,419
Minn.-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	.....	25
New Haven	WNHC-TV	71,100
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,060,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	.....	4,192
Oklahoma City	WKY-TV	21,541
Omaha	WOW-TV, KMTV	19,612
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	80,000
Portland, Ore.	.....	887
Providence	WJAR-TV	34,125
Richmond	WTVR	23,581
Rochester	WHAM-TV	31,056
Salt Lake City	KDYL-TV, KSL-TV	11,000
San Antonio	KEYL, WOAI-TV	12,133
San Diego	KFMB-TV	33,200
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	62,500
Seattle	KING-TV	24,450
St. Louis	KSD-TV	101,254
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	37,000
Tulsa	KOTV	16,730
Utica-Rome	WKTV	9,300
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360
Wilmington	WDEL-TV	30,322

* Lancaster and contiguous areas.

Total Markets on Air 59 Stations on Air 102 Sets in Use 4,770,493

Editor's Note: Sources of set estimates are based on data available frrom dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Testimonial

MANUFACTURER
Chicago, Illinois
We have received more direct returns from this program than from any other advertising we have used. Our advertising dollar spent in television has gone further than any other medium. The direct results from the use of this program have far exceeded our expectations and we wish to compliment your organization on a job well done.

to WGN-TV's effectiveness

Yes, if it's sales success you want—it's WGN-TV in Chicago. This testimonial to WGN-TV's effectiveness came from the advertising and sales promotion manager of a national manufacturer of electrical appliances. His enthusiastic testimonial to WGN-TV and its programs is typical.

This is another in WGN-TV's growing list of result stories—another reason why more and more companies are hiring WGN-TV as their top salesman in Chicago.

In Chicago . . . Channel 9 is more than a number . . . it's a habit

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

FCC IS UPHELD

In Bay Area Channel Case

FCC'S "withdrawal" of a San Francisco television channel for possible assignment to Don Lee Broadcasting System was upheld last week by the U.S. Court of Appeals for the District of Columbia.

"No application having been either granted or denied, this court is given no jurisdiction . . . to review the Commission's order," the court said in dismissing an appeal of Edwin W. Pauley's Television California, a San Francisco television applicant.

The court's decision seemingly left the way clear for a new appeal after FCC acts on the San Francisco cases.

Don Lee Issue

The action which Television California sought to overturn was an FCC order severing Don Lee's San Francisco application from the others for that city and its withdrawal of one San Francisco channel pending determination of Don Lee's eligibility for it [BROADCASTING, May 24, 1948]. The Don Lee application at that time was linked with applications of its AM and FM stations for renewals, which FCC has since proposed to grant.

The court's brief decision maintained:

. . . The withdrawal of one channel until Don Lee's eligibility for it had been determined was neither a grant to Don Lee, which may never receive such channel, nor a denial to petitioner—who, for aught we can tell, may ultimately be awarded this very channel [No. 2].

Viewing the injury to petitioner at its worst, we have no more than a lessened statistical probability that petitioner will ultimately succeed in getting a station. This is hardly the sort of denial contemplated in [the Ashbacker case, in which the Supreme Court ruled that hearings are necessary on mutually exclusive applications], where there was an unmistakable grant to one of two applicants for a single frequency. . . .

WELCOME is given to Henry S. White (r), president of World Video Inc., to the CBS TV Network by Charles Underhill, CBS-TV director of programs. Mr. White is the network's new associate director of TV programs. [TELECASTING, **March 20**].

Telebuyer

GEORGE HARVEY negotiated his toughest sale 25 years ago when he convinced his father, a well known Chicago surgeon, that selling ranks among the great professions.

At the time, Mr. Harvey, now sales manager of WGN-TV Chicago, was completing a liberal arts course at the U. of Chicago. Dr. William Spencer Harvey, at the height of a 50-year career, hoped his son also would take up medicine — or perhaps law.

But young George was adamant. He had his heart set on sales, and to this day has never veered from his course. And his father, now 90, has lived to see him prosper.

George Wilkins Harvey was born on Chicago's south side Aug. 3, 1903. His mother's death when he was nine left George to be reared by a sister not much older than himself so he was carted off to boarding school. At Todd School, the Woodstock, Ill., institution where Orson Welles first blossomed as an actor, George was a sprinter. He also ran at Exeter, during his prep years, and later, at the U. of Chicago, added broad-jumping to his track-and-field repertoire. But his father would have preferred that he take up baseball, at which the elder Harvey starred as captain at Michigan. Dr. Harvey, a pitcher, reportedly was one of the first baseball players in the Midwest to throw a curve.

After taking an A.B. degree at Chicago in June 1925, George was selected by the National Cash Register Co. to attend that school in Dayton, and within a few months was selling NCR's products in Milwaukee. Nearly four years later he joined the advertising staff of *Motor*, one of International Magazines' string of trade journals, and within another year was selling piston rings of Wilkening Mfg. Co., Philadelphia. He called on every automotive jobber between Chicago and Denver before being transferred to the New York City territory. His next selling assignment shifted him to the territory between Pittsburgh and Kansas City with a line of rug underlays manufactured by Behr-Manning Corp., Troy, N. Y.

GEORGE

By 1935, George Harvey was just the type of salesman the *Chicago Tribune's* WGN needed to bolster its "Voice of the Midwest" claim. Two years later, he was shifted to Mutual's newly-organized Midwest Division, where he sold such network shows as *Keep Thin to Music* (calisthenics), *American Radio Warblers* (singing canaries), and Wheeling Steel Co.'s *Steel Makers*.

Back to WGN

WGN called him back a year later, however, and after several years' success lining up some of the station's most enduring accounts (Walgreen Co., Nelson Bros. Furniture Co., Hirsch Clothing, Local Loan Co.), Mr. Harvey was off to New York in 1942 to head up WGN's eastern sales office.

During the latter part of a four-year stretch in New York, George exposed himself to television "at every opportunity," so when the promotion to WGN-TV sales manager came in August 1948, he was well prepared. Under his leadership, the station's billing has increased 10 fold, and volume of local program sales is believed to be greater than in any other video operation.

The WGN-TV sales department under his direction currently has sold 24 locally produced live studio shows weekly, 16 live participation shows, 9 feature films including 3 remote commercials with the films, 5 sport remotes, and 11 newsreels.

"We may lose an account one day, but we try to add another slightly larger one," Mr. Harvey explains. "We now have over 100 legitimate advertisers—no Multiscope."

In 1935, Mr. Harvey married Elizabeth Drake, daughter of John B. Drake, one of the builders of the famous Chicago hotel of that name. There are two sons—George Jr., 8, who attends Harris School, of which his father is a trustee, and John William, 3. The family lives in an apartment overlooking Lincoln Park.

Mr. Harvey is president of the Chicago Television Council, and is a member of the Radio Executives Club of New York, Yale Club, and Delta Kappa Epilson fraternity. While in New York, he belonged to the Huguenot Yacht Club in Pelham Manor, as well as the Pelham Country Club. He is an amateur painter and photographer, and has been a "ham."

He has served on BAB's standardization committee on TV rate card practices and, last spring, organized a TV sales managers' group which met when the NAB held its convention in Chicago.

KTSL(TV) EXPANDS

Adds New Live, Film Shows

EXPANDING both its live and film programming, Don Lee's KTSL (TV) Hollywood has contracted with Nils T. Granlund, veteran showman, for two one-hour program packages for across-the-board weekly schedule, and has acquired 300 Western film features. New programming gets under way May 1, it was announced.

Mr. Granlund will produce and star in *Backstage With N. T. G.*, a behind-the-scenes amateur variety show to be telecast Monday through Friday, and *Hollywood Road to Fame*, to be aired Friday until the station goes on a six-day schedule, at which time it will move to Saturday. Both shows will be teletranscribed for national syndication, it was announced. Western films, contracted for last Monday (March 27), will be scheduled across-the-board nightly Monday through Friday under the title *Cowboy Caravan*.

SWEEP signal generator, especially designed for servicing FM and TV receivers, announced by Radio Tube Div., Sylvania Electric Products Inc., New York.

WRESTLING FILM

WLW Sells 20 TV Stations

PRODUCTION of wrestling film by WLW-Television, Cincinnati, has been optioned by over 20 video stations with more contracts under negotiation, Robert E. Dunville, president, Crosley Broadcasting Corp., revealed last week. Six major stations already signed include: WEWS (TV) Cleveland, WAFM-TV Birmingham, KTTV (TV) Los Angeles, WBKB (TV) Chicago, WBZ-TV Boston and WWJ-TV Dayton.

Films are made simultaneously with live telecasting of bouts from Crosley's WLWD (TV) Dayton studios each Saturday night. Editing eliminates slow sequences to full 55 minutes running time and allowance is made for integrated local commercials, according to Mr. Dunville. Matches were produced on commercial basis in a studio rather than the conventional arena. Sponsor of the live programs over Crosley's WLWT (TV) Cincinnati and WLWC (TV) Columbus, as well as WLWD, is Graybar Electric Co. on behalf of Raytheon TV sets. Series is for 13 weeks. Film Assoc., Dayton firm, makes film; Don Faust of WLW is in charge of production, and sales are handled through Russ Landers of WLW Promotions Inc.

SDG Brochure

TO INTRODUCE its film advisory council, a "new service designed to aid in production of motion pictures for television, commercial and industrial use," the Screen Directors Guild has issued a brochure describing the service to advertising agencies, advertisers and other members of the trade. Council, made up of 41 top directors, was formed for the purpose of exploring possibilities of improvement in use of films for television.

LUCKY PUP
sponsored by
3 leading advertisers, a
CBS Package Program
with lasting appeal
for audiences in every
age group.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

APRIL 1950

Canada Dry Co. Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Marshal of Gunsight Pass* F (E-M)	Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (E-M)	*Dr. Fix-It* L (E-M)	*Think Fast* L (E-M)	Mighty Mi (E-M)
Overseas Press Club	*Chuck Wagon*		*Mr. I. Magination*	*The Girls*		American Tobacco This Is Show Business		Lincoln-Mercury Toast of the Tow	
				Co-op Front Row Center L E-M) (NI)				Co-op Chicagoland Players L (E-M)	
Armed Forces Hour L				Local Sponsors (Co-op) Leave It To The Girls L		General Foods Aldrich Family L		Chesterfield Perry Como L	Cuba Theo (E-M)

Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	Oldsmobile CBS-TV News	*Parade of Stars*	International Silver Silver Theatre	La Lipton Tea oup M Tea Scout
	Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		Co-op Manhattan Spotlight L (E)	Co-op Vincent Lopez L (E-M)	*Newsweek Views the News* L (E-M)	The Co-op organ E-M)
Judy Splinters L	*Howdy Doody* L (E-M)	Mars Inc. Howdy Doody L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L	Firest Voic Rubber Firest L

Ted Steele Show	*Chuck Wagon*		*Lucky Pup* L (E-M)	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*Film Feature*	
	Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)			Co-op Vincent Lopez L(E-M)(NI)	*Court of Current Iss* (L) (E-M)	
Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Show L	

								On Trial L (E-M)	Auth Meets C (E-M)
Ted Steele Show	*Chuck Wagon*		Quaker Chocolate & Conf. Lucky Pup	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers Tobac Co. Godfrey and His Frie L (E-M) K (N	
	Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)			Phillips Packing Co. Easy Aces F(E-M)(NI)		
Judy Splinters L	*Howdy Doody* L (E-M)	Intnl. Shoe Howdy Doody L (E-M)			Ford Motor Co. Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L	Ler Bros. n Clock L

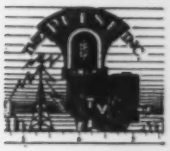
							General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorillard L (E-M)
Ted Steele Show	*Chuck Wagon*		Bristol Myers Ipana Lucky Pup	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*The Show Goes On*	
	Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)			Co-op Vincent Lopez L (E-M)		
Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	*Sustainer From Chicago*	One in's Fam L

								The Ruggles F (E-M)	That nderful (E-M)
Ted Steele Show	*Chuck Wagon*		Sundial Shoes Lucky Pup	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	Oldsmobile CBS-TV News	*Life with Snarky Parker*	General Foods Mama	R. Reynold Man ainst Cr
	Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		Co-op, Manhattan Spotlight L (E) (M) (NI)	Co-op Vincent Lopez L (E-M)	Co-op Hands of Murder L (E-M) (NI)	Broadw To Holl Edition Headlin e (E)
Judy Splinters L	*Howdy Doody* L (E-M)	*Howdy Doody* L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L	Gulf Wae Peopl L

							Hollywood Screen Test L (E-M)	Paul Whiteman TV Teen Club L (E-M)	Paul Whitem TVeen Clu (E-M)
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*		*Blues by Bargy*	Mason Candy Kuda Bux	*John Reed King Show*	Ambassador Ken Murray Show 54th Street Revie	C. Co. Lcon cky Kin Detecti E-M)
							Captain Video L/F (E)	*Dinner Date* L (E-M)	Ins
			Nature of Things L	*American Forum of the Air* L			*Waiting For The Break* L		

XUM

Mighty Rules (E-M)	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
-Mercury the Ton	General Electric Fred Waring Show		B. F. Goodrich Celebrity Time	*One Week In Review*	
	Co-op Jamboree L (E-M)		*Bowling Headliners* L (E-M)		
Capitol Theatre (E-M)	Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)		
Lux Lipton's Tea Soup Mixes Tom Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		Doubleday Warren Hull
Co-op The Morgan Show (E-M)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)				
Firestone Rubber Co. Voice of Firestone L	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)	
			Tomorrow's Champions (to midnite)		
Film Feature	R. J. Reynolds Ed Wynn Show L (E)	Electric Auto-Lite Suspense	Co-op Wrestling		*Blues by Bargy*
Current Int (E-M)	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
Co. Merle Sho L	Procter & Gamble Fireside Theater F	Pabst The Life of Riley F	P. Lorillard Original Amateur Hour L		Doubleday Ben Grauer Show L (E-NI)
Author Meets Critics (E-M)	*A Couple of Joes* L (E-M)	Co-op Wrestling L (E-M)			
Brs Tobacco Co. I His Friends K (N)	Toni Co—TBA Stopette What's My Line (alternate weeks)	Boxing	Pabst Beer International Boxing Club Bouts		Sunset Appl. J. Matthews 11-11:30
	The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)			
	Lee Bros. Big Clock L	Kraft Foods Co. TV Theatre L (E-M)	Bristol-Myers Break the Bank L		
Music P. Lorillard (E-M)	Esquire Boot Polish Blind Date L (E-M)	Packard Motors, Inc. Holiday Hotel L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby		
Goes On	Esso Alan Young Show	H. H. Ayer Ilka Chase	*Beat the Clock*	TBA	
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)			
Ozzie & Harriet's Family L	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L		
That Wonderful Guy (E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	*The Little Revue* L (E-M)			
R. Reynolds Man ainst Crime	Ford TV Theatre of the Air The Play's The Thing		Household Finance People's Platform	*Capitol Cloak Room*	*After Hours*
Broads to Hollywood Edition Headline Clues (E)	Mail Pouch Tobacco Co. Sports for All L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)		
Gulf Wide People L	Bonny Maid Versatile Varieties Bonafide Mills L (E-M-NI)	American Cig. & Cig. Big Story (alternates with *Life Begins at 80*) L	Gillette Fights L	Chesebrough Greatest Fights (F)	
Paul Whiteman TVeen Club (E-M)	*Roller Derby* L (E-M) (To conclusion)				
Time-Buick Spotlight Revue (E)	TBA	*Winner Take All*	*Film Theatre Of The Air*		
Co-op Lucky King Detective (E-M)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
	Saturday Night Revue L				



What Happens

to

Radio Listening

In TV Homes?

TV ownership is increasing by leaps and bounds in all Pulse markets . . . but that does not mean that moss is growing on the family radio! Radio sets-in-use in the three cities where data are available for both 1949 and 1950 actually show an increase.

Here is the evidence (all figures refer to ¼ hour sets-in-use for the entire week, 12 Noon to 12 Midnight):

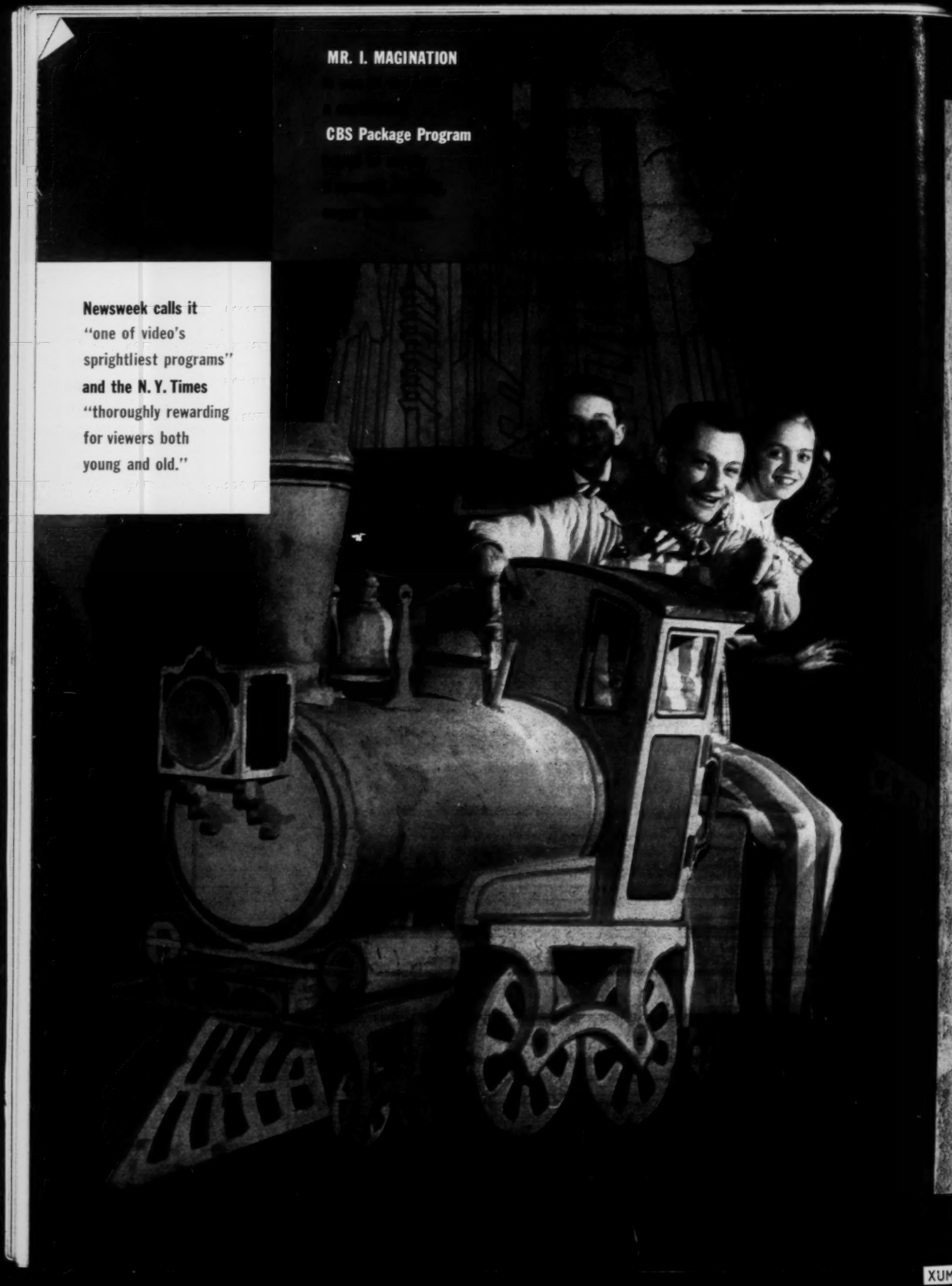
	TV Sets-in-Use Feb., 1949	TV Sets-in-Use Feb., 1950	Radio Sets-in-Use Feb., 1949	Radio Sets-in-Use Feb., 1950
New York	26.9	31.6	8.1	12.4
Philadelphia	29.5	28.0	10.6	11.9
Chicago	27.2	26.7	12.6	13.7
Boston	—	24.1	—	14.0
Cincinnati	—	33.7	—	12.3
Washington	—	23.3	—	13.6
Los Angeles	—	26.0	—	13.4
Cleveland	—	25.0	—	13.6

MORAL: TV is undoubtedly here to stay, but don't sell radio short.

For Telefacts in the above cities

ASK THE PULSE

15 West 46th Street
New York 19, N. Y.


MR. I. MAGINATION
CBS Package Program
Newsweek calls it
"one of video's
sprightliest programs"
and the N. Y. Times
"thoroughly rewarding
for viewers both
young and old."

SDG EDICT SENT

Would Take Over TV Directors

FORMAL notification that it is taking over jurisdiction of all television directors of both live and filmed programs was sent by Screen Directors Guild to heads of all television stations in eight cities last Tuesday.

Cities included Los Angeles, Chicago, New York, Detroit, Philadelphia, Washington, Cleveland, San Francisco.

Wired announcements, signed by George Marshall, SDG president, followed an earlier statement by the guild of its intentions [TELECASTING, March 27]. They read:

This is to notify you that the Screen Directors Guild which for over 12 years has been bargaining representative for directors and assistant directors in the motion picture industry has included television directors within its organization and it will therefore hereafter act as the representative of and in the interests of both television and screen directors. We have conducted a survey of directors in the field of television in which many of our members are employed, and have found that the TV directors, by reason of similarity of their work, are actually members of our craft since they fulfill essentially the same functions as screen directors in that they direct action that appears upon a screen.

Our aim is to approve the directorial and artistic standards of the picture which moves across the screen, whether it reaches the public by projection on screen in theatre or by transmission to television screen in a home. This is to invite your cooperation with our organization as proper representative of TV directors.

In the meantime, Radio and Television Directors Guild, which also claims jurisdiction over television directors, was continuing negotiations with ABC-TV Hollywood for contracts covering TV directors and planning similar negotiations with other TV stations.

TV ACADEMY AWARDS

KPIX 'Outstanding' Outlet

KPIX (TV) San Francisco has been voted the Golden Gate's outstanding television station for 1949 by the San Francisco chapter of the Academy of Television Arts and Sciences. The award was made at the chapter's first annual awards banquet on Friday, March 24, at the Fairmont Hotel.

Other awards went to the following: Ruby Hunter, heard on both KPIX and KGO-TV, outstanding TV personality; Dude Martin's *Hoffman Hayride*, sponsored by Hoffman Sales Corp. on KGO-TV, best live program and best live commercials; Pete Abenheim's *Cap'n Pete* on KRON-TV, best live children's program; KGO-TV's telecast of midnight Christmas Eve Mass, best live public service program; Calso Water's commercial short featuring a dancing puppet, best film commercial; KGO-TV's football telecasts, best live sports coverage; *Teletours*, KPIX man-on-the-street interview, best film show made locally.

CONGRATULATIONS on WHIO-TV Dayton, Ohio's first anniversary are given the station by Mayor Louis Lohrey (2d l) during a special ceremony. Dignitaries are (l to r): Harry Hall, president, Dayton Chamber of Commerce; Mayor Lohrey; Paul Flory, manager, Dayton Retail Merchants Assn.; Robert H. Moody, WHIO-TV general manager, and Harvey R. Young Jr., WHIO-TV commercial manager. Month-long celebration in February included open house at station's studios and honoring of local civic clubs and organizations.

NBC-N. U. COURSE

TV Added as Requirement

GENERAL survey of television has been added as a required course for the upcoming eighth annual NBC-Northwestern U. Summer Radio Institute, according to Co-Directors Judith Waller, NBC Chicago director of public affairs and education, and Don Fedderson, chairman of the radio department at Northwestern.

Radio and video training also will be given in dramatic and continuity writing, music, station management, sales, publicity and promotion. TV practices and procedures will be taught by George Heinemann, NBC Chicago TV operations supervisor.

Other NBC Chicago staff members who will teach include:

Louis Roen, announcer; Arthur Jacobson, TV program manager; Homer Heck, radio program manager; Robert Flanigan, national spot salesman; Jack Ryan, publicity chief; David Lasley, advertising and promotion manager; Don Marcotte, music director; Robert Guilbert, continuity acceptance manager and Miss Waller. Other teachers include Baskett Mosse, assistant professor, Medill School of Journalism; Mr. Feddersen; Lyle DeMoss, assistant general manager, WOW-AM-TV Omaha, and Charles Hunter, assistant professor of radio, Northwestern.

Most sessions will be conducted at NBC's Merchandise Mart studios in Chicago. Enrollment is limited to persons now employed in or "with considerable experience in" broadcasting, Miss Walker said. Students are selected on a competitive basis.

Approve TVA Contract

TELEVISION Authority membership of the Los Angeles area last March 20 voted approval of the national TVA wages and working conditions contract. The 500 attending members further voted to authorize the national TVA board to conclude the final wages contract sending along recommendations for it. With approval of the TVA contract by New York and Chicago groups, the final contract probably will be drawn up within a few weeks. Contract calls for $115 minimum for a one-hour show.

Small Fry Protest

AT least 22 Oklahoma youngsters don't like the idea of having adults decide what television programs they should watch, and they've made their dislike known to P. A. Sugg, manager of WKY-TV Oklahoma City. Mr. Sugg announced a policy against telecasting "horror story" programs until after 9 p.m. [TELECASTING, March 27], when it is presumed all small fry should be in bed. The day after the story of the new policy appeared in a local newspaper, the youngsters, all of them 11 and 12 years old, sent the station a letter on which the news story had been pasted. Above it were the words, "We protest!"

'FREEZE' HIT

Kelley Asks Congress Action

CONGRESS was asked last Tuesday by Rep. Augustine B. Kelley (D-Pa.) to do something about the FCC "freeze" on TV allocations. The appeal was made, he said, in answer to requests of residents in western Pennsylvania who wish to receive "the many wonders of television."

Rep. Kelley said his constituents have besieged him with inquiries on the situation. "Although there are seven applications from Greater Pittsburgh in the FCC files," he said, "there is just one TV outlet (WDTV) in that area—the very area that produced the world's pioneer radio broadcasting station (KDKA)."

He said that while he would not question the "sincerity" of the FCC stand on applications, "I do take issue with the reasoning behind the ruling." There would be little reason to hold up TV expansion, the Congressman added, any more than it would be in the automobile industry "merely because remarkable improvements are expected several years hence."

STOP GUESSING!

WGAL-TV

the ideal station for testing your TV sales campaign.

The only television station which reaches this large, prosperous section of Pennsylvania —including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

A STEINMAN STATION

WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Los Angeles · San Francisco · New York · Chicago

NBC TV AFFILIATE

RCA Tri-Color Tube

(Continued from Telecasting 2)

compatible dot-sequential system of color television, and I hope they will."

On the "when" of color television, Gen. Sarnoff declared:

"I'm not as pessimisite as Dr. DuMont [Allen B. DuMont, of DuMont Labs.], who says color is 10 to 20 years away. I'm not as unrealistic as the CBS spokesman who says color is here tonight or tomorrow."

More work remains to be done before color sets can be marketed, he emphasized. But, he added, this is no reason why FCC cannot proceed with standards.

Outlines Standards

The desirable minimum standards, he said, would provide (1) 6 mc bandwidths, as in monochrome; (2) a requirement that color pictures be not inferior to black-and-white, regardless of the color system employed, and (3) a requirement that the color system be compatible with black-and-white.

On the basis of those standards, Gen. Sarnoff said, "let the good old American system of competition express itself to the full."

He emphasized the compatibility of the RCA system, pointing out that the black-and-white reception of color in the demonstration appeared "somewhat better" than standard black-and-white. Many observers ranked the black-and-white performance among the best they had ever witnessed.

Meanwhile, the week produced these other developments in the color case:

● **FCC planned to attend an April 7 (Friday) demonstration by CBS in New York showing the operation of its system with the inclusion of dot sampling and horizontal interlace techniques which, CBS says, doubles overall resolution and increases horizontal resolution to the full 525 lines [TELECASTING, March 20].**

● **FCC agreed to send at least one Commissioner and members of its staff to San Francisco during the first week of May for a demonstration of Color Television Inc.'s system on its home grounds. This was conditioned upon CTI's giving assurance that there has been "a significant improvement in the performance of [its] system in color asd black-and-white reception" since the demonstrations in Washington earlier this year.**

● **For April, sessions of FCC's color hearing were scheduled as follows: Today through Wednesday, with official demonstration of the RCA tube on Thursday morning; April 10 and 11; April 17, 18, 19 and 20, and April 25-26. Authorities thought FCC may cancel sessions for the week of the 17th to avoid conflict with the NAB management conference in Chicago. In any event, the schedule nullified earlier hopes that by holding frequent sessions the entire proceeding would be completed by about mid-April.**

In a question-answer session after the Wednesday demonstration Gen. Sarnoff said he did foresee a time when RCA would not be building black-and-white sets, despite the advent of color.

FIRST telecast of the hour-long Ken Murray variety show for Budweiser over WTVJ (TV) Miami, was attended by August J. Busch Jr. (r), president of Anheuser-Busch Inc., (Budweiser). Mr. Busch made a special trip from St. Louis for the opening. Greeting him is Col. Mitchell Wolfson, WTVJ co-owner. Some 50 Miami and St. Louis representatives of Budweiser attended the premiere telecast.

Nor did he see any reason for the public to delay buying black-and-white sets now. He felt development of the color tube would be along lines permitting installation of the tube and appropriate circuits in monochrome sets.

He said he wanted to "lay at rest" any question as to RCA's position on color: "We are 100% for color television; we believe in it, we have done everything we knew to advance it, and we will continue to do all we can to advance it."

From a practical standpoint, he wanted to know, "who has more to gain from color television than the RCA?"

In another slap at the CBS system, he said he couldn't imagine how anyone could be interested in buying "a mechanical disc" after seeing a single-tube set.

Field-Test Need Seen

CBS, he said, claims its system is ready. But, he said, it will be necessary to field-test the system after the interlace principle is added. So, he asked, "how can it be said that such an unproven system is ahead of the RCA system?"

"RCA is farther ahead in the development of an all-electronic system than anyone else in the world," he added.

"The mechanical scanning disc in television now belongs to the ages," he said in a prepared statement. "As an expedient, it merely gave laboratory technicians something to play with while the proponents of electronics applied the modern and practical methods to develop an all-electronic, high-definition, completely compatible system of color television for the American public."

He said there was "nothing in the development of our system which we seek to preserve exclusively for ourselves," and that RCA would make its developments available to anyone who wanted to buy and use them too.

Gen. Sarnoff felt it would be "a matter of months" before the present hand-made tubes could be refined and production models built. Then would come the tooling-up process. Whether it would be one year, two years or three before mass production could get under way, he didn't know, though he pointed out that Dr. Elmer W. Engstrom, RCA Labs vice president in charge of research, has estimated one to two years will be needed to get into production.

Gen. Sarnoff made clear that "from the minute FCC approves standards"—assuming the RCA system is "not outlawed," and he said he did not expect it to be—RCA "will be working day and night to take these remaining steps to get instruments out as soon as possible."

He felt it was unnecessary for FCC to approve or disapprove color systems. Its function, he felt, is to set standards.

Two types of direct-view tricolor tube were shown, one employing a single gun and the other employing three guns. The sets were converted black-and-white table models, with pictures 9x12 inches. The set with the one-gun tube used 10 receiver tubes more than conventional black-and-white, while the one with the three-gun tube used 19 more.

Smaller Set

There was none of the massive cabinetry needed to house the earlier three-tube projection models. The back of the tri-color tube protruded about a foot at the back of the set, however.

The three-gun tube gave substantially better quality reproduction than the simpler single-gun model, although Gen Sarnoff felt there was no reason why the single-gun tube might not be the "ultimate answer" when refinements are completed. Meanwhile, work is continuing on both types.

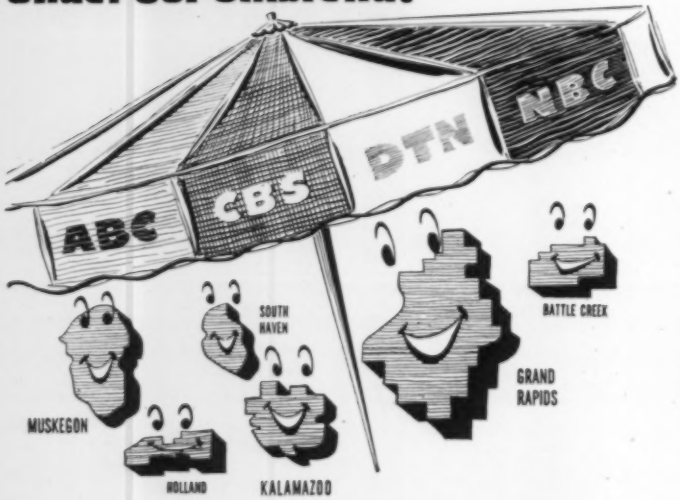
A 20-minute program of Latin-American music and dances was presented via RCA-NBC's WNBW (TV) Washington for the demonstration. The three-gun tube in particular showed clarity, sharpness, and faithfulness of reproduction which to most observers were considerably superior to the performance of RCA's earlier three-tube projection system. The color instability which marked the earlier demonstrations was not present.

Many observers, however, felt that the flesh tones particularly were short of natural.

The pictures on the single-gun tube were less bright than those on its triple-gun counter-part, and occasionally were overcast in part by a pinkish tint, especially when fast action was being shown. Dr. Engstrom conceded this one "can be a little better—it has been a bit better."

Dr. Engstrom explained that each tube has some 351,000 phosphor dots on its face. They are arranged in triangular groups of

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER
WLAV
AM-FM-TV
REPRESENTED BY
JOHN E. PEARSON CO.

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM
WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan TV *Station outside Detroit*

three—one each for red, blue, and green. Thus the tube has 117,000 dots of each color. To increase picture detail, efforts are being made to increase the number of dots, perhaps by 100%.

Behind the tube face is a metal masking screen with 117,000 holes arranged so that they overlap each red, green and blue dot of a triangular group. As the red, green, or blue signal is beamed from the gun it passes through the masking screen and activates the appropriate dot.

A "very active" program is under way to refine the tube and lay groundwork for quantity production, Dr. Engstrom reported.

He said it is easier to build large tri-color tubes than small ones, and that RCA probably would start with tubes approximately the size of those demonstrated.

He introduced Gen. Sarnoff as the man "who gave us the stimulus, the encouragement and the drive" in development of the tube.

"Without his indefatigable leadership and faith in our ability," Dr. Engstrom continued, "we would not have reached this goal at least for many years to come.

"He saw what was needed, and, applying wartime techniques, directed us at forced draft. Such tactics are not always productive of speed in achievement when applied to creative effort dependent for success on new knowledge and new scientific principles. But Gen. Sarnoff has taught us that the word 'impossible' has no place in our vocabulary."

Cites Color Tube Work

Gen. Sarnoff said that never in 30 years had he witnessed "so much ingenuity, so much of brain power, so much know-how as are represented in this single color tube."

He felt that when "measured in comparison with every major development in radio and television over the past 50 years, this color tube will take its place in the annals of television as a revolutionary and epoch-making invention.

"When historians at the close of the 20th Century evaluate the most important scientific developments, I will predict that this tube will be among the great inventions of the second half of this century. As the master key to practical color television, it is an outstanding development of our time.

"We are on the threshold of a new era in television—the era of color. We can see ahead to the commercial development of practical and simplified color receivers. Our generation is assured of clear and natural color television programs. Generations yet to come will see around the world in color because this tube, which will go down in history as the father of future television picture tubes, is the key to greater achievements destined to come."

The demonstration was the second outside the laboratories. The first occurred March 23 when the tube was shown to a group of FCC Commissioners and staff [BROADCASTING, March 27].

Meanwhile, FCC's tentative agreement to send at least one Commissioner to witness CTI demonstrations in San Francisco was based on a CTI petition for an official show there [TELECASTING, March 27]. CTI claimed its Washington showings were made under "abnormal conditions" and that a more representative demonstration could be presented on its home grounds.

FCC also noted that CTI has not yet supplied information and field-test data previously requested by the Commission, and asked CTI to present a statement on its plans in that respect.

"In addition," FCC told CTI, "it is expected that at the time of the demonstration of the CTI system at San Francisco you will have made co-channel and adjacent-channel tests and determined the ratios, and will be in a position to offer evidence concerning the effect of such interference."

TV's Ad Effect

(Continued from Telecasting 2)

in comparisons between present television and pre-television (or radio only) homes.

Additionally, with respect to advertiser acceptance of video and TV's demand on leisure habits, total TV advertisers have mushroomed from 32 in 1947 to about 2,300, and programming has jumped in New York from 29½ hours to 328.

Mr. Karol, one of AMA's founders, stressed the importance of "better research" looking toward proper evaluation of video in relation to other media. Current concern of large advertisers, he added, is the question: How extensive is the coverage we can get now from television?" There has been considerable confusion on this phase, Mr. Karol said.

Printed media were represented on the panel by Vince Kelley, vice president of Jann & Kelley Inc., newspaper representative, and president of the New York Chapter, American Assn. of Newspaper Representatives, and MacLean Hoggson, vice president of McCall Corp. and advertising director, *Redbook* magazine.

Mr. Kelley felt that TV will not hurt newspapers, "at least circulation," and stressed they had grown prosperous coincident with radio. Citing the past 20-year period, he noted that daily circulation had risen from 38 million to 52 million and on Sundays from 26 million to 46 million.

Describing television as "principally an entertainment medium," he acknowledged that sound media had spurred "greater demand" for news but insisted that the public "demands more than radio or TV can give."

He conceded however, that once TV circulation has increased, it will "broaden the base of brand merchandise and also advertising budgets."

Mr. Hoggson also expressed hope that television would stimulate advertising activity and general prosperity. He felt frequency of issue may affect the loss of time in reading periods because of TV.

Redbook magazine has made a small beginning in an attempt to measure the effect of TV on magazine sales by comparison of TV and non-TV areas, he said. Results were not conclusive: Sales in some video areas were below those in certain non-video territories, but on the other hand, the magazine's circulation jumped in New York, top TV market.

Compare TV

TELEVISION's influence on other media, discussed at the American Marketing Assn. TV panel, can be gleaned from comparative figures revealed last Tuesday by Samuel Norcross of William Esty Co. They are based on a survey prepared by Audience Research Inc. covering New York, Philadelphia and Los Angeles. Radio listening in TV homes, 28%; in non-TV homes, 62%. Magazine reading in TV homes, 23%; in non-TV homes, 30%. Newspaper reading in TV homes, 64%; in non-TV homes, 69%. Book reading in TV homes, 15%; in non-TV homes, 25%.

Open Ike

Market Data Idea

EDITOR, TELECASTING:

. . . Your publication carries the "Weekly Television Summary" which makes note of the total markets in operation and number of stations telecasting. This list increases every few weeks. When this happens, we . . . would like to know . . . the time of added areas and stations . . . without checking back through our records . . . Just by way of suggestion for another added item to your excellent service.

Harvey Pergament
Calvacade Pictures Inc.
Hollywood

[EDITOR's NOTE: Acting on Mr. Pergament's suggestion, the Weekly Television Summary now identifies stations going on the air during the preceding week.]

* * *

'Reel Takes' Praised

EDITOR, TELECASTING:

. . . The "Reel Takes" story [TELECASTING, Jan 16] . . . is consistent with the high-powered, refreshing and intelligent approach which your publication reflects. . . .

Walter Lowendahl
Exec. Vice President
Transfilm Inc., New York

famous firsts in T-V

In 1887 Heinrich Hertz first proved that electromagnetic waves could be sent through space.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

SCIENCE VIA VIDEO

Book Reviews Programming Techniques

SCIENCE VIA TELEVISION. By Lynn Poole. Baltimore: Johns Hopkins Press, 198pp., $3.50 cloth, $2 paper.

FOR THE BEGINNER who would like to learn, or the expert who would like to review TV programming techniques, Lynn Poole's *Science Via Television* is a how-to-do-it treatise that fills both needs.

A realistic guide for planning and producing all kinds of TV programs of the informational type, the volume evolved from Mr. Poole's experience with *The Johns Hopkins Science Review*, a weekly half-hour series which began early in 1948 on WMAR-TV Baltimore and later was aired on the eastern network of CBS-TV. Mr. Poole, director of public relations for The Johns Hopkins U., Baltimore, was originator of the pioneer series as well as its writer, coordinator and director.

The book tackles the problems of presenting an informational program in step-by-step fashion, beginning with "the master plan" and working through rehearsals and the actual telecasting. Concrete illustration of these problems and their solution is given through use of examples from the *Science Review* series. The volume concludes with summaries of typical science programs used in the series.

'Master Plan' Needed

The author strongly emphasizes that the "production of a successful telecast demands careful planning, unremitting labor and attention to every detail. One show on supersonic flight required 200 man-hours preparation," he said. Thus, he explains the need for a "logical master plan to be followed from start to finish." Mr. Poole lists the following 10 points for inclusion in the master plan:

(1) Definition of program's purpose; (2) form of presentation (straight demonstration, roundtable discussion, interview, dramatization, others); (3) selection of subject; (4) development of major theme; (5) selection of visual material; (6) writing the script; (7) planning camera angles and operation; (8) setting the stage; (9) preliminary rehearsals; (10) final rehearsals with camera.

Mr. Poole stresses that each program must have a fixed purpose since once the purpose has been defined, "a course of action has been laid out, a guide has been chosen for all future planning of this particular telecast . . . The program will be, in effect, the statement of purpose."

Straightforward demonstration is considered the simplest program to produce and is the style more often used for science programs because it is inexpensive, sustains continuous action and is ideal for securing unusual camera shots.

Although roundtable discussion shows can become exciting when debate is heated, Mr. Poole states that this format presents production obstacles for TV. One solution he suggests is seating of participants at two tables, placed V-shaped, with the moderator at the apex of the V. Participants then can have visual material on a low side stand and cameras can move about more freely.

Interview Technique

The interview on TV is most effective when limited to only a few minutes, Mr. Poole suggests, and explains "it is judicious to resort to an interview only from necessity." Although the interview show has problems of production similar to the roundtable format, it can be activated through use of visual material which illustrates points of discussion, he says.

Urging the program planner not to by-pass dramatization completely since it is ideal for science shows, the author, however, notes that this format is difficult to sustain and almost impossible to do unless sufficient time and money are available. Other types of formats can be used, Mr. Poole says, depending on individual imagination and resources.

One chapter is devoted exclusively to program participants and is a survey of station technical and program personnel with whom the prospective program planner or guest must be familiar. Mr. Poole lists a producer-director, technical director, floor manager, cameramen, boom-mike operator, video-audio controllers, announcer, lighting technician and coordinator. The latter is a new term for the science program personality corresponding to the m.c. or moderator of other type programs.

Separate Appearances

As to actual on-air participants, the author urges use of the "no more than absolutely necessary" rule. He suggests where more than one guest is involved that each appear separately in rotation. Too many people and voices confuse and tire the viewer, he warns, and present studio problems as well.

Mr. Poole considers the selection of subject of "prime importance" since the "right subject can carry along a mediocre presentation" and the "wrong choice can counterbalance a topflight production." Six key questions are given as a selection gauge. These are:

(1) Will the subject interest a large number of people? Why? What proof have you? (2) Can the subject be sufficiently simplified for easy understanding by the lay public? (3) Will it offend viewers? (4) Is there enough visual material available to sustain dramatic action throughout the program? (5) Can the camera transmit the material? (6) Can the program be given in the allotted time?

The author explains that each telecast must have a strong central theme the same as a novel or play. The theme, when properly developed and adhered to, gives "coherent direction to the program," "prevents confusing digressions from the subject" and "provides a working outline for preparing all details" of the program. Once a theme is chosen, he warns against use of any material or sequence which does not strengthen the theme no matter how telegenic such material might be.

In choosing the visual material, Mr. Poole explains it must incorporate action, be simple, easy to manipulate, catch and hold attention, and promote "viewer-identification." To illustrate the latter, he explains a common cup of coffee might be used for an experiment in lieu of some liquid unknown to the layman.

Stresses Script

Considerable detail and illustration are given by the author on writing the script. Mr. Poole states the writer must know his subject well before beginning to write and must be able to visualize the action as he writes. Simplicity is stressed.

Additional sections discuss techniques for program openings and closings, setting the stage, camera angles and operation, and rehearsals. Mr. Poole says most anything can be telecast if it can be seen through a microscope or will fit into the studio. The author also recommends extensive rehearsing to assure perfect performance of even the most informal appearing program.

Prior to joining Johns Hopkins in 1946 as director of public relations, Mr. Poole for several years was a public relations officer in the Army Air Force. He prepared and was responsible for five travelling exhibitions in the U.S. From 1937 to 1942 he was director of education at the Walters Art Gallery, Baltimore, where he instituted art classes for both children and adults.

C. E. HOOPER (l), president, C. E. Hooper Inc., contributor of his radio-rating service to The Advertising Council for the past seven years, explains to T. S. Repplier, Advertising Council president, his new TV-rating service. Mr. Repplier thanked Mr. Hooper for his cooperation with the public service organization which will now have access to the new Hooper television audience research on the same basis.

THEATRE VIDEO

Halpern Cites Movies' Role

BY adding theatre television to quality film products, the motion picture industry can go forward to the greatest heights it has ever reached, according to Nathan L. Halpern, television consultant to the Fabian Theatres, American Theatres Corp., Century Theatres and Theatre Owners of America.

Speaking before the Theatre Owners of Oklahoma in Oklahoma City last Tuesday, Mr. Halpern said that "having achieved past success in film exhibition, it is within the grasp of the industry to take a new lease on life by developing theatre television into a potent force alongside film features."

In his address, titled "Programs for Theatre Television," Mr. Halpern pointed out that the motion picture industry has the greatest collection of talent, creative forces and program skills ever assembled. "Out of this program know-how," he stated, "can come energies for theatre television to improve and increase the income and welfare of all segments of the motion picture industry. What is more natural than that these program producers, trained for presentation of shows on theatre screens, should develop outstanding shows for the same theatre screens through television?"

Citing the rapid growth of television, Mr. Halpern said that where there was only a single theatre television installation six months ago, there now are 16 installations of equipment in theatres or on order with manufacturers awaiting production.

TV Behind Bars

TELEVISION has gone to jail. RCA last month demonstrated its new industrial TV system to the New York City Dept. of Correction, placing its chain cameras in Manhattan's city prison. System, RCA says, permitted Commissioner of Correction Albert Williams, who authorized the demonstration, to observe prisoners during relaxation and exercise periods, as well as at work. Camera used, RCA points out, is comparable to size of a personal-type 16mm movie camera and weighs only 8 lbs. System was shown as a new use for TV as a monitor of operations in a danger area.

XUM

Film Report

PEP BOYS of Calif., Los Angeles (auto appliances), has purchased 36 of 10-minute *Dugout Dope* TV programs. Series will precede telecasting of home games of Los Angeles Angels baseball games on KFI-TV Los Angeles, April 4 through Oct. 1. Agency: **Milton Weinberg Adv.**, Los Angeles. . . . **William F. Koch**, formerly with Ingersoll-Rand Co., and **Richard D. Farrell**, freelance writer, have joined writing staff of **Transfilm Inc.**, New York. **T. J. Dunford**, in charge of slidefilm for same firm, has been promoted to general production manager.

"The Triumphant Hour," feature-length religious film for TV, has been produced by **Jerry Fairbanks Inc.**, Hollywood. Film sponsored by *Family Theatre* and **Catholic Church** will be telecast Easter Sunday on NBC and other TV stations. Cast of more than 50 took part in production which features resurrection and ascension. Founder of MBS *Family Hour*, Rev. **Patric Peyton**, produced film.

* * *

Richard E. Jones, vice president of WJBK-TV Detroit, announced one of largest purchases of film for television use, with **Fort Industry's** contract for 49 first-run feature pictures. Filmed and released by **Eagle-Lion Pictures**, series of 1946-47-48 releases bore package price of $12,250. Films are scheduled to begin in May.

Glen Allvine has resigned from New York State Dept, of Commerce, where he was in charge of motion picture and television activities, to produce TV series for **Star Television Corp.**, New York. . . . Four stations have purchased INS-Telenews TV newsreel review. They are: **WGN-TV** Chicago, **KSD-TV** St. Louis, **KEYL-TV** San Antonio and **WTAR-TV** Norfolk. *This Week in Sports*, INS-Telenews sports reel, purchased by **WFIL-TV** Philadelphia and **WTVJ (TV)** Miami.

* * *

Five Star Productions, Hollywood, has announced completion of 34 TV spots for 10 advertisers. Included are 12 spots for **Country Club Beer** through **Potts-Turnbull**, Kansas City; 12 for **7-Eleven Stores of Texas** through **George M. Wessells Co.**, Los Angeles; 13 *There's a Reason* syndicated films for **United Film Service**, Kansas City; six each for **Thoro-fed Dog Food** and **Kal-Kan**; one **Siller's Paint**, all through **McNeill & McCleery**, Los Angeles; four for **L. B. Hair Products** through **Glasser-Gailey**; four for **Real Gold Fresh Frozen Orange Juice**, agency: **J. Walter Thompson Co.**, Los Angeles; four of series of 14 spots for **Butter-nut Bread** through **R. J. Potts-Calkins & Holden**, Kansas City; two of series of five for **MacFarlane's Candy**, through **Dan B. Miner Co.**, Los Angeles.

EXAMINING picture tube at the RMA exhibit for foreign technicians at the CCIR sessions are (l to r): RMA President R. C. Cosgrove; William H. J. McIntyre, chairman of the U. S. delegation to London CCIR conference; Dr. W. R. G. Baker, director of RMA engineering dept.

* * *

CCIR MEET

Technicians Witness TV Demonstrations

BY THE END OF 1954 television should be available to 33 million families within the United States, Dr. W. R. G. Baker, director of the RMA Engineering Department told representatives of 12 European nations in New York last week.

Dr. Baker spoke to the visiting engineers who, together with representatives of the United States, comprise Study Group 11 of the International Radio Consultative Committee (CCIR) here for a two-weeks inspection of television in the United States at the invitation of the State Dept.

In reviewing the television situation Dr. Baker pointed out that until the freeze is lifted we will be limited to a maximum of 109 stations serving 63 market areas which represent a total retail sales volume of over 87 billion dollars on an annual basis.

Welcomed by TV

Delegates heard welcoming talks, directly from Washington, by Under Secretary of State James E. Webb and FCC Chairman Wayne Coy, via the DuMont TV Network. Francis Colt de Wolf, chief of the Telecommunications Policy Staff of the State Dept., presided.

Participants in the opening ceremony also included R. C. Cosgrove, president of the Radio Mfrs. Assn.

The visiting engineers are in this country preparatory to seeking an international accord on TV transmission standards at a conference in London in May.

The group visited television studios and transmitters of most of the major stations and manufacturers in the New York area.

On Wednesday the group saw a demonstration of Phonevision and heard an address by H. C. Bonfig, vice president, Zenith Radio Corp. Pointing out the heavy costs of developing television he said that this system "will enable the showing of fine pictures for those who wish to pay their 'admission' on a basis that will be highly profitable for all concerned and save the consumer more than half of what it would cost him and his family to see the same entertainment in the theatre."

Today (April 3) the group is slated to witness demonstrations at the RCA Labs, Princeton, N. J. Planned for tomorrow's itinerary are demonstrations of TV receivers and cameras at RCA plants in Camden, N. J. On Wednesday, the technicians are to visit the Philco Corp. plants in Philadelphia, witness demonstrations and also inspect the Philco TV transmitter.

On Thursday, the three principal color TV proponents—RCA, CBS and CTI— will explain their systems at a conference at the State Dept. in Washington. The following day, demonstrations of the three color systems will be given in Washington.

Following the American demonstrations, the study group will go to Paris for French TV demonstrations April 20-22; to Eindhoven for Dutch demonstrations on April 24-25, and to London for British demonstrations, April 27-May 4.

Purpose of the United States demonstrations, the State Dept. stated, is to show in full technical detail currently used United States systems to permit the engineers attending from the various nations to decide for themselves which of the several television systems is the best.

All four demonstrations are part of the work of Study Group 11 of CCIR, a sub-organ of the International Telecommunication Union charged with the study of technical radio and television questions.

The following countries, in addition to the United States, are members of the CCIR Study Group: Austria, Belgium, Czechoslovakia, Denmark, France, Hungard, Italy, The Netherland, Sweden, Switzerland, United Kingdom and Yugoslavia.

TV AND SPORTS

L. A. Chamber Plans Study

AIMING to achieve healthier relationship between television and athletics, Los Angeles Chamber of Commerce has appointed a subcommittee of its television committee composed of representatives from television, sports and public offices to study the present situation and to plan future policies.

According to Arthur F. Kelly, vice president of Western Air Lines, who will head the project, the study will be a "friendly, cooperative pursuit" of two main objectives: (1) to develop rational, open-minded, business-like interpretation of inter-relationship of sports and television; (2) to establish common ground for sports and television to base present and future policies and their relations with each other, in light of public interest and community advancement. Public service aspects of the picture will be analyzed by two panels of experts.

H. L. Hoffman, head of Hoffman Radio & Television Corp., Los Angeles will moderate for television interests; William H. Nicholas, Memorial Coliseum manager, for sports. Panel members have not yet been named.

Other sub-committee members include Don Fedderson, manager, KLAC-AM-TV Hollywood; Walter McCreery, head, Walter McCreery Inc., Beverly Hills; Richard A. Moore, ABC Western Division television director; Tom Harmon, sportscaster, in addition to representatives from other fields.

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BUY THE
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10% OFF! Advertisers using the three-station facilities of WLW-Television are now entitled to an additional 10% discount.

40% OFF! WLW-Television's summer rates are effective between May 1 and September 30—with discounts up to 40%.

1000% UP! TV set ownership in the WLW-Television area has increased more than 1000% during the last year—totals 157,900 as of February 1.

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

UHF STATION

Bridgeport Experiment Favorable, Lohnes

TELEVISION in the UHF band, as broadcast by RCA and NBC at Bridgeport, Conn. is relatively free from undesired effects of noise, according to George M. Lohnes, member of the consulting engineering firm of Craven, Lohnes & Culver. Mr. Lohnes said he was "very favorably impressed" by the operation.

SUBJECT of UHF telecasting developments is slated high on agenda of forthcoming NAB engineering conference in Chicago April 12-15.

Mr. Lohnes also is impressed with the progress of UHF transmitting and receiving equipment, he said, after inspecting the Bridgeport operation. This developmental station was described as having great promise by Richard W. Davis, general manager of WELI New Haven, Conn. [TELECASTING, Feb. 6].

In a statement prepared for TELECASTING, Mr. Lohnes said:

Several weeks ago I read with considerable interest the Bridgeport UHF story written by Dick Davis. My interest in this article was twofold: First, the part that UHF is going to play in future TV allocations, and second, my personal relationship with Dick Davis.

During the past couple of weeks I happened to be on a field job in the New England area and when I started knocking out a few miles toward home I stopped off in New Haven for a short visit with Mr. Davis and a visit to the UHF operation over in Bridgeport.

Sometime ago we had a similar experimental UHF operation in Washington and I happened to be one of the persons provided with a converter for use in conjunction with the TV receiver in my home. Frankly, I was not favorably impressed with any of the results obtained in my own case. Perhaps I was biased, as a result of my experience, and did not approach the Bridgeport operation in anything but a skeptical frame of mind.

During the course of my visit we stopped off at the transmitter in Bridgeport, saw the station in operation and then went to a receiving location which represented anything but a good location and saw the same program on two receivers. One receiver was tuned to a New York VHF station and the other was a current model popular receiver with a converter installed inside the cabinet. This receiver was tuned to the Bridgeport UHF station. I could go on into considerable detail regarding the setup, but it is all there in Bridgeport and I will skip that for now.

Two things impressed me after this visit: First, the development of the UHF transmitting and receiving equipment, and second, the freedom of the UHF picture from the undesired effects of noise. Of course, engineers have had some knowledge of the noise problem in the UHF region, but I am a member of the "Missouri" school of thought and admit that I was very favorably impressed as a result of what I saw in Bridgeport.

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Telestatus

(Continued from Telecasting 6)

total accounts in excess of 100 in February.

Advertisers of food and food products continue to be the leading user of television (see table). There were 414 different accounts active in February. This classification also led in the network and spot field while locally advertisers of household equipment and accessories were most active.

* * *

Hooperatings Show Television's Leadership

THE FIVE most popular programs in all New York homes, according to the latest Hooperatings, are television shows. Of the first 15 programs in all homes, nine were television and six radio.

Ratings follow for all New York homes:

SPONSORED NETWORK PROGRAMS	
1. Milton Berle	28.7 TV
2. Godfrey's Talent Scouts	20.7 TV
3. Toast of Town	18.3 TV
4. Lights Out	17.9 TV
5. The Goldbergs	16.8 TV
6. Jack Benny	14.7 Radio
7. Godfrey's Talent Scouts	14.7 Radio
8. My Friend Irma	13.6 Radio
9. Studio One	13.2 TV
10. Radio Theatre	13.2 Radio

Based on the Baltimore January-February report of Hooper, WMAR-TV Baltimore reports that television has captured more than 50% of the night broadcast audience in that city.

According to the Hooper Station Audience Index, the three television stations in Baltimore attracted 50.2% of the average Sunday-through-Saturday audience between 6 and 10:30 p.m.

* * *

New Rate Policy Initiated by WPIX (TV)

NEW RATE card providing reduction of time costs to advertisers using its facilities on long-term basis has been published by WPIX (TV) New York. Effective date of rates listed on card No. 2 was March 15.

Under the new scale of frequency discounts, time classifications and weekly strip rates, basic rates remain the same but new time classifications are set up: Class A, 7-10 p.m.; Class B, 5-7 p.m. and 10-11 p.m.; Class C, all other times. Scale of frequency discounts range from 2½% for 13 times to 20% for 260 times.

New weekly strip rates now permit a sponsor to air a six-a-week program at a five-a-week rate subject to additional discounts of 5% and 10% for 26 and 52 consecutive weeks, respectively, it was explained.

* * *

Nielsen TV Ratings For New York

NIELSEN TV ratings for the New York area released last week show Milton Berle's *Texaco Star Theatre* as the leader among programs telecast two or more times during the four weeks ended March 11. The Nielsen evening, once-a-week ratings for New York are reported as follows:

Rank	Program	(Number of Telecasts)	Nielsen-TV-Rating Homes %	Homes (000)	% TV Homes Using (At Telecast Time) TV %	Radio %
1	Texaco Star Theatre	(4)	75.5	757	82.6	5.2
2	Godfrey's Talent Scouts	(4)	59.9	601	80.0	5.7
3	Toast of Town	(4)	56.3	565	72.8	3.9
4	Godfrey & Friends	(4)	43.0	431	76.6	8.1
5	Lights Out	(4)	39.1	392	82.0	4.9
6	Gillette Boxing	(4)	38.5	386	66.6	4.1
7	Man Against Crime	(4)	37.7	378	71.0	7.0
8	Studio One	(4)	36.5	366	68.5	3.5
9	Philco TV Playhouse	(4)	36.1	362	73.4	4.5
10	The Goldbergs	(4)	35.9	360	82.2	4.0

NOTE: Number of homes is obtained by applying the rating (%) to 1,003,000—the Feb. 1, 1950, NTI estimate of total TV homes in the "New York" area.
Copyright 1950 by A. C. NIELSEN CO.

Te-Ve

Drawn for TELECASTING by John Zeigler

WSM-TV PLANS

Opening Seen by Late Summer

PREDICTING television in Nashville by late summer, officials of WSM-TV have announced plans for the station's installation after FCC granted modification and extension of the construction permit March 7.

Hookup of the station's own relay with the coaxial cable, which is slated to reach Louisville in October, will bring network TV to Nashville, officials said. Total cost of the WSM-TV installation, including transmitter and microwave relay system between Nashville and Louisville will be approximately $400,000, it was reported.

The transmitter will be located at 14th and Compton Aves. The relay system will consist of transmitters and receivers at five points between the two cities. All equipment for construction and installation of WSM-TV is on order and work will begin immediately, it was stated.

SET EXCISES

Would Hit Sales—Elliott

A 10% FEDERAL excise tax on TV sets will jump costs on receivers enough to make it difficult for "hundreds of thousands" of people to purchase them, according to Joseph B. Elliott, vice president in charge, RCA Victor consumer products.

In an address before the American Bankers Assn. in Chicago last Wednesday, Mr. Elliott warned the proposed excise tax would partially nullify progress made by TV set manufacturers in leveling prices. Also mentioned by Mr. Elliott was a "universal TV receiver capable of bringing in both present and UHF TV signals and also a UHF adapter . . . in addition to present types of sets" should the FCC assign channels in the UHF band.

WDTV (TV) Expands

WDTV (TV) Pittsburgh has contracted for 7,500 square feet of space in the city's Chamber of Commerce Bldg. in line with expansion of its studios for locally produced shows, Donald A. Stewart, general manager, has announced. Mr. Stewart said the DuMont TV Network outlet will move its administrative offices to the second floor of the building about May 1.

XUM

The electron tube that rivals the human eye

Invention of the iconoscope—TV's first all-electronic "eye"—led to supersensitive RCA image orthicon television cameras

No. 3 in a series outlining high points in television history

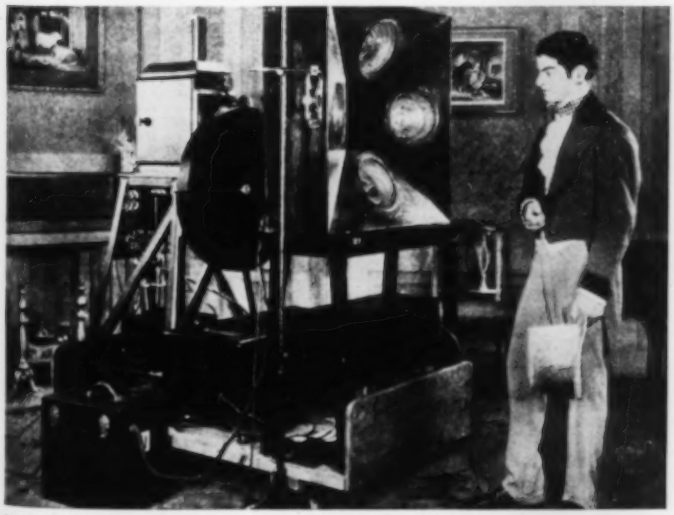
Photos from the historical collection of RCA

Dr. V. K. Zworykin *of RCA Laboratories with his iconoscope tube. Its successor, the image orthicon, has been developed by RCA scientists to have up to 1000 times greater sensitivity.*

• Had you attempted to invent a television camera from scratch, odds are you'd have followed the same path as early experimenters –and tried to develop it on mechanical principles.

Illogical? Yes, in the light of what we now know about electronics. But remember, electronics was a young science in television's infancy. The best existing way to take pictures in motion was with a mechanical device—the "movie" camera. To follow such a lead seemed logical.

Then the *iconoscope* was invented by Dr. V. K. Zworykin, now of RCA Laboratories. This all-electronic "eye" for television cameras had no moving parts, no chance of mechanical failure!



Mechanical scanning equipment, *used at RCA-NBC experimental television station W2XBS in 1928, long before the RCA image orthicon camera.*

Basing their research on principles uncovered by Dr. Zworykin's iconoscope, RCA scientists next developed the image orthicon pickup tube—eye of today's supersensitive RCA image orthicon television camera. So keen is this instrument's vision that it sees by candlelight or by the faint flicker of a match.

Despite its simplicity of operation, the RCA image orthicon tube is a highly complex electronic device. Integrated, within its slim 14-inch length, are the essentials of 3 tubes—a phototube, a cathode ray tube, and an electron multiplier!

The phototube converts a light image into an electron image which is electrically transferred to a glass target, and then scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal, and greatly amplifies its strength so that it can travel over the circuits which lead to the broadcast transmitter.

Inside the tube itself, more than 200 separate parts are assembled with watchmaker precision. For example, a tiny piece of polished nickel is pierced with a hole only one-tenth the thickness of a human hair . . . a copper mesh with 250,000 holes to a square inch is used . . . and the glass target is bubble-thin! Yet all are assembled and made to work—at RCA's Lancaster Tube Plant—with magnificent precision.

Actually 100 to 1000 times as sensitive as its parent, the *iconoscope*, RCA's image orthicon pickup tube literally rivals the human eye. And when an outdoor telecast may start in daylight and wind up in dusk—that's a necessity!

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ACTIONS OF THE FCC

MARCH 24 to MARCH 31

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 24 Applications . . .

ACCEPTED FOR FILING

License for CP

KMOD Modesto, Calif.—License for CP new AM station.

KSDO San Diego, Calif.—License for CP AM station to change hours of operation, increase power etc.

KSUB Cedar City, Utah—License for CP AM station to change frequency etc.

AM—950 kc

Tri-State Bcstg. Co., Summerville, Ga.—CP new AM station on 910 kc, 1 kw D AMENDED to request 950 kc.

License Renewal

Request for license renewal AM station: KTMS Santa Barbara, Calif.; KAAA Red Wing, Minn.

Modification of CP

Mod. CP new FM station for extension of completion date: KBMT San Bernardino; WAUX-FM Waukesha, Wis.

Request for Reinstatement

WLAB-FM Lebanon, Pa.—Application for reinstatement of CP which expired 11-29-49.

APPLICATION RETURNED

KFMB-TV San Diego, Calif.—RETURNED 3-21-50 request for extension of completion date.

March 27 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

KPAS Banning, Calif.—Granted petition requesting dismissal of application.

WMIN St. Paul, Minn.—Granted petition of WMIN requesting dismissal without prejudice of application; on Commission's own motion, application of Owatonna Bcstg. Co. is removed from hearing docket.

Pratt Bcstg. Co., Pratt, Kan.—Granted petition to accept late appearance in proceeding upon application.

WWNR Beckley, W. Va.—Granted leave to amend application so as to specify 500 w N in lieu of 1 kw, and for removal of application, as amended, from hearing docket.

Houston Bcstrs., Albany, Ga.—Granted petition requesting dismissal without prejudice of application.

Coston-Tompkins Bcstg. Co., and David W. Jeffries, Ironton, Ohio—Granted request of James Goodrich Coston for indefinite continuance of hearing, presently set for March 29 at Washington, D. C., re applications of Coston-Tompkins Bcstg. Co. and that of David W. Jeffries.

KNEU and KCSU Provo, Utah—Granted petition of KNEU requesting dismissal without prejudice of application; on Commission's own motion, application of Central KCSU is removed from hearing docket.

KVOG Ogden, Utah—On Commission's own motion action of March 15 granting petition for intervention in proceeding in Dockets 9559 and 9560 is set aside and petition is denied.

By Examiner Jack P. Blume

Radio Reading, Reading, Pa.—Granted leave to amend application so as to (1) change applicant from individual to co-partnership composed of John J. Keel and Lloyd W. Dennis Jr., tr/as Radio Reading; (2) to change facilities requested from 1400 kc 250 w to 1510 kc 1 kw U DA-1; (3) to substitute completely new engineering data; and (4) to supply new data as to legal and financial qualifications of applicant partnership; it is further ordered that application as amended, is hereby removed from hearing status and referred to Broadcast License Branch for issuance of new file number, pursuant to requirements of Sec. 1.373(f) of Commission's rules and regulations.

By Examiner J. D. Cunningham

WJIG Tullahoma, Tenn.—Granted request to accept appearance of Raymond L. Prescott Jr. filed in proceeding in Docket 9544.

WHIT New Bern, N. C. and WELS Kinston, N. C.—Granted petition of WHIT to amend application so as to change operating pattern and reduce interference which its proposal would cause to existing station in Roanoke, Va., and granted petition of WELS for continuance of hearing upon application and that of WHIT from April 5, to May 8 in Washington, D. C.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted petition requesting that hearing now scheduled for April 24 in Washington, D. C. re applications of Louis Wasmer, Pasco,

(Continued on page 64)

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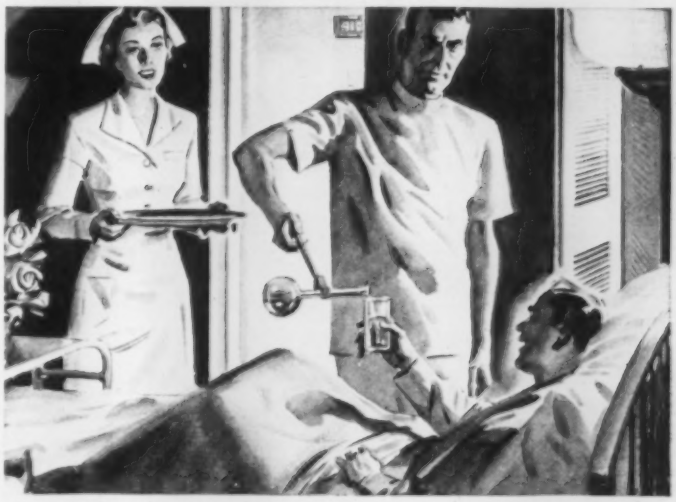

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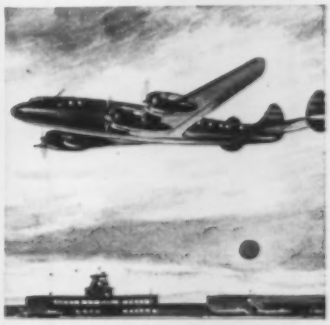

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FCC Actions

(Continued from page 63)

Decisions Cont.:

Wash. and that of Cascade Bcstg. Co. Inc., Richland, Wash. be continued to May 22.

By Examiner Basil P. Cooper

Henry Lee Taylor, San Antonio, Tex.—Granted continuance of hearing in proceeding re application and that of Wintergarden Bcstg. Co., Crystal City, Tex. from March 30 to June 5 in Washington, D. C.

March 27 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WAPF McComb, Miss.—CP AM station to change from 1010 kc 250 w unl. to 1490 kc 250 w unl.

AM—1280 kc

John Townsend, North Platte, Neb.—CP new AM station on 1010 kc 1 kw D AMENDED to request 1280 kc.

Modification of License

KWK St. Louis, Mo.—Mod. license to change corporate name from Thomas Patrick Inc. to KWK Inc.

License Renewal

Request for license renewal AM station: WHAY New Britain, Conn.; KFNF Shenandoah, Ia.

Modification of CP

Mod. CP new FM station for extension of completion date: WBGE-FM Atlanta, Ga.; WRGK Brookfield, Ill.; KOWN Conway, Ark.

Modification of License

KWK-FM St. Louis, Mo.—Mod. license to change corporate name from Thomas Patrick Inc. to KWK Inc.

License for CP

License for CP new FM station: KTUL-FM Tulsa, Okla.; WITJ Ithaca, N. Y.

FM—107.1 mc

KFSA-FM Fort Smith, Ark.—Class B FM station Ch. 299 (107.7 mc) AMENDED to Class A, Ch. 296 (107.1 mc).

KVLC-FM Little Rock, Ark.—Mod. CP new FM station to change from Class B, Ch. 231 (94.1 mc) to Class A, Ch. 237 (95.3 mc) and change power to 392 w, ant. to 115 ft.

WERC-FM Erie, Pa.—Mod. CP new FM station to change ERP to 9.7 kw, ant. to 512 ft.

Mod. CP new commercial TV station for extension of completion date: WKZO-TV Kalamazoo, Mich. to 10-24-50; KEYL San Antonio, Tex. to 7-7-50.

March 28 Decisions . . .

BY THE SECRETARY

WERE Cleveland, Ohio—Granted license new AM station and specify studio location; 1300 kc 5 kw unl. DA-1.

American Bcstg. Co. Inc., Area of Washington, D. C.—Granted request to cancel licenses for remote pickups KA-3021-22.

KMYR Bcstg. Co., Denver, Col.—Granted licenses for new remote pickups KAA-922, KA-5237-38.

Isle of Dreams Bcstg. Corp., Miami, Fla.—Granted license new remote pickup KA-3239.

Hagerstown Bcstg Co., Hagerstown, Md.—Granted license for new STL KGA-79.

K A Y L - F M Storm Lake, Iowa—Granted license new FM station; Chan. 268 (101.5 mc) 8.9 kw, 370 ft.

W S P A - F M Spartanburg, S. C.—Granted license for new FM station; Chan. 255 (98.9 mc) 4.9 kw, 520 ft.

Hearst Radio Inc., Area Baltimore, Md.—Granted license to use facilities of STL KGB-64 as a new exper. TV remote pickup KA-6174.

The Connecticut Bcstg. Co., Hartford, Conn.—Granted mod. license to change frequencies from 33.38, 35.02, 37.62 and 39.82 mc. to 26.17, 26.27 and 26.37 mc, KA-5475.

National Bcstg. Co. Inc., New York—Granted mod. license to change frequencies of remote pickup KA-4687 from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc.

Voice of the Rockies Inc, Colorado Springs, Col.—Granted CP for new remote pickup KAB-342.

American Bcstg. Co. Inc., Portable, Area of Chicago—Granted CP for new remote pickup KA-6176.

WRAC Racine, Wis.—Granted mod. CP for approval of ant., trans. and sutdio locations.

Following were granted mod. CPs for extension of completion dates as shown: WCOH-FM Newnan, Ga. to 9-30-50; WTCN-FM Minneapolis to 10-5-50; KFI-FM Los Angeles to 10-16-50; WELI-FM New Haven, Conn. to 10-10-50; WWOL-FM Buffalo, N. Y. to 10-1-50; KOMA-FM Oklahoma City, Okla. to 10-1-50; WPRA Mayaguez, P. R. to 5-19-50 subject to condition that permittee, after construction, shall submit measurements to prove that proposed trans. meets Commission's Standards of Good Engineering Practice: KA-5136 Arecibo, P. R. to 6-15-50; KFUO-FM Clayton, Mo. to 9-24-50; WFMB Mayodan, N. C. to 10-13-50; WCBS-TV New York to 10-10-50; KE2XEK Area New Brunswick, N. J. to 10-9-50; KSL-TV Salt Lake City, Utah to 10-15-50.

WGRA Cairo, Ga.—Granted license new AM station; 1300 kc 1 kw D. Cond.

WEAS Decatur, Ga.—Granted license install new ground system.

KLIF Oak Cliff, Tex.—Granted license change frequency, power, hours of operation and install DA-N and change type trans.; 1190 kc 1 kw unl. DA-N.

WTPS New Orleans—Granted license change hours of operation, change power and install DA-N; 940 kc 1 kw-D, 500 w-N DA-N.

KGBC Galveston, Tex.—Granted license to use presently licensed aux. trans. as main trans. for nighttime operation. Granted license to use presently licensed 1 kw main trans. as aux. trans. for nighttime operation with power of 250 w.

WHBI Newark, N. J.—Granted CP to install aux. trans. at present location of main trans.; 1280 kw.

WGSV Guntersville, Ala.—Granted mod. CP to change trans. location, and change type trans.

WSMP St. Marys, Pa.—Granted mod. CP for approval of ant. and trans. location.

KCRV Caruthersville, Mo.—Granted mod. CP to change type of trans.

WGAD Gadsden, Ala.—Granted mod. CP for extension of completion date to 6-15-50.

KRLD-TV Dallas, Tex.—Same to 10-1-50.

KTRY Bastrop, La.—Granted voluntary assignment of license from partnership to new corporation, Morehouse Bcstg. Co. Inc.; no monetary consideration involved.

WDAF-TV Kansas City, Mo.—Granted license to change studio location.

Westinghouse Radio Stations Inc., Area Boston, Mass.—Granted CP new exper. TV relay KA-6148.

KBIO, Inc., Burley, Ida. — Granted CP new remote pickup KA-6149.

Central Washington Bcstrs. Inc., Ellensburg, Wash.—Granted CP and license new remote pickup KA-3523.

Mosby's Inc., Missoula, Mont. — Granted CP and license new remote pickup KA-2989.

WJBW-FM New Orleans—Granted mod. CP for extension of completion date to 10-3-50 on condition that construction be completed or interim operation be provided by that date.

WISR-AM-FM Butler, Pa.—Granted voluntary assignment of license from individual to newly formed corporation, Butler Bcstg. Co. Inc.

WDSU-FM New Orleans — Granted mod. CP for extension of completion date to 9-28-50.

WPRT Prestonsburg, Ky.—Same to 7-28-50.

Middlesex Bcstg. Corp., Cambridge, Mass.—Granted license for new remote pickup KA-5627.

Savannah Bcstg. Co., Savannah, Ga.—Granted mod. license to change frequency to 26.15, 26.25, 26.35 mc KA-5564.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted CP new remote pickup KA-6128.

KMYR Bcstg. Co., Denver, Col.—Granted CP for new remote pickup KA-6131.

Mid-Hudson Bcstrs. Inc., Poughkeepsie, N. Y.—Granted CPs for new remote pickup KA-6132, 33.

Fort Worth Bcstg. Co., Fort Worth, Tex.—Granted CP and license new remote pickups KA-6132-33.

KMTR Radio Corp., Area Los Angeles—Granted CP new exp. TV relay KA-6129.

March 29 Decisions . . .

BY COMMISSION EN BANC

Renewal Granted

WGWD Gadsden, Ala.—On petition granted renewal of license without hearing, for period ending May 1, 1952.

WDMJ Marquette, Mich.—Granted renewal of license for period ending Feb. 1, 1953.

Hearing Designated

KXLR No. Little Rock: KWEM West Memphis, Ark.; KHOZ Harrison, Ark.; KWAK Stuttgart, Ark.—By order Commission designated May 1, as date and Little Rock, Ark., as place for consolidated hearing on applications for renewal of licenses of KXLR KWEM KHOZ and KWAK.

LITERALLY up to her neck in letters is this CKEY Toronto tabulater. Station reports it pulled a total of 127,847 letters as a result of drives by two of CKEY's local shows. *Mother Parkers Musical Mysteries*, Saturday evening at 7:30, drew 51,565 letters in a single week prior to the awarding of a new automobile by Mother Parkers Tea Co. Another show, *Pick the Hits*, Monday through Friday at 12:05, in a four week period reportedly brought an avalanche of 76,282 letters, 29,896 received in a single week.

License Extended

WKPT-FM Kingsport, Tenn.—Present license further extended on temporary basis to May 1.

KVWC-FM Vernon, Tex.—Same.

Commission granted further temporary extension of licenses until June 1 of Crosley Bcstg. Corp. exper. TV relay stations KQA-40 and KQA-44, and Philco Television Bcstg. Corp. exper. TV relay stations KGB-50 to KGB-59 inclusive.

FM—98.9 mc

WKBZ-FM Muskegon, Mich.—Amended revised tentative allocation plan for Class B FM stations to substitute Ch. 255 (98.9 mc) for Ch. 293 (106.5 mc) at Muskegon, and granted WKBZ-FM application to shift channels accordingly.

Request Denied

KMAR Bakersfield, Calif.—Denied request for KMAR (FM) to suspend operation until Commission acts on licensee's application for new AM station at Bakersfield.

Rule Waived

KOZY Kansas City, Mo.—Waived Sec. 3.261 of rules to allow KOZY (FM) to remain silent for 60 days pending relocation of trans. and studios.

Following FM stations granted changes in present facilities.

KDTH-FM Dubuque, Ia.—To change power from 180 kw to 45 kw, and ant. from 655 ft. to 650 ft.

W P E N - F M Philadelphia, Pa.—To change ant. from 366 to 310 ft.

WLFM Braddock, Pa.—Change studio location from Pittsburgh to Braddock; power from 20 kw to 6.9 kw, subject to request to measure power of WLOA by indirect method during construction of FM ant. and subject to submission of new WLOA ant. resistance measurements upon completion of FM ant. construction.

WTCN-FM Minneapolis, Minn.—Change power from 400 kw to 11 kw, and ant. from 480 ft. to 450 ft.

WGBA-FM Columbus, Ga.—Change power from 9 kw to 2.3 kw, ant. from 600 ft. to 60 ft., subject to power of WGBA being determined by indirect method during install. of FM ant. and to new WGBA ant. resistance measurements being submitted upon completion of FM ant. construction.

WNOW-FM York, Pa.—Change power from 17 kw to 14.5 kw.

WAVU-FM Albertville, Ala.—Change power from 3.2 kw to 4.5 kw, subject to power of WAVU being determined by indirect method during install. of FM ant. and submission of FCC Form 302 and new WAVU ant. resistance measurements upon completion of FM ant. construction.

WFSS Coram, N. Y.—Change frequency from Ch. 277 (103.3 mc) to Channel 248 (97.5 mc) power from 1.8 kw to 15 kw and ant. from 535 ft. to 530 ft.

Hearing Designated

The Southeastern Bcstg. System, Waycross, Ga.—Designated for hearing in Washington on July 3 application for new station on 790 kc, 1 kw D only, and made WLBE Eustis, Fla., party to proceeding.

Oral Argument Scheduled

In view of written comments Commission scheduled oral argument at Washington May 12 in matter of Dec. 8, 1949 proposed amendment to Sec. 3.661(b) of rules relating to separate operation of aur. and vis. trans. of TV stations.

Modification of License

KWJJ Portland, Ore.—Granted mod. license to change daytime DA pattern (DA-1 to DA-2).

Hearing Ordered

KCRA Sacramento, Calif.—Ordered hearing at Washington July 5 on application to change facilities from 1320 kc 1 kw unl. DA-N. to 1320 kc 5 kw unl. DA. and made KWBR Oakland, Calif. party to proceeding.

Hearing Designated

KCBQ San Diego, Calif. and KLOK San Jose, Calif.—Designated for consolidated hearing at Washington on July 7, application of KCBQ for mod. license to increase nighttime power on 1170 kc from 1 kw to 5 kw, employing daytime DA for night use, and application of KLOK for CP to change operation on 1170 kc with 5 kw from D only to unl. using DA-N and made KVOO Tulsa, party to proceeding.

Application Denied

Zenith Radio Corp., Chicago—Denied application KS2XBS to change trans. location, trans. and ant. systems, and increase operating power output of exp. TV station from 1 kw (vis. and aur.) to 5 kw vis. 2.5 kw aur. in connection with "Phonevision" tests authorized by Commission Feb. 8, 1950.

Hearing Ordered

Buttery Bcst. Inc., Billings, Mont. and KFXD Nampa, Ida.—Ordered application of Buttery Broadcast Inc. for new station on 590 kc, 5 kw, unl. DA-N, and application of KFXD to increase power on 580 kc from 1 kw, unl. DA-DN to 5 kw unl. DA-N, for consolidated hearing at time and place to be designated later; made WIBW Topeka, Kan. party to proceeding; denied several petitions by Buttery and KFXD seeking grants without hearing.

Authority Extended

WTNJ Trenton, N. J.—Extended authority to operate with 250 w utilizing 1 kw trans. to April 17 but advised WTNJ that in view of fact that it has had since Aug. 17, 1949 to make relatively simple change in trans., this authority will not be extended and unless construction is completed and proper license application filed in time to allow program tests to be authorized by April 17 station must cease operation.

(Continued on page 66)

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Aeolian String Symphony
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Folk Songs by Oscar Brand
The Barbershop Balladeers
American Concert Orchestra
Rosalie Allen, Folk Singer
Tex Fletcher and Ranch Hands
New World Symphony Orchestra
Songs of Faith, Bill Osborne
Stamps Baxter Gospel Quartets
Eddie Brown's Salon Orchestra
Eddie Alkire's Modern Hawaiians
Charles Magnante, Accordion Solos
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FCC Actions

(Continued from page 64)

March 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KCLF Clifton, Ariz.—License for CP new AM station.

License Renewal

WHAK Rogers City, Mich.—Request for license renewal AM station.

WKPT-FM Kingsport, Tenn.—Request for license renewal FM station.

Modification of CP

WAMS-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—Mod. CP new FM station to change ERP to 8.1 kw, ant. to 150 ft.

FM—102.9 mc

KRE-FM Berkeley, Calif.—CP FM station to change ERP to 9.9 kw, ant. to —67 ft.

License for CP

WHNC-FM Henderson, N. C.—License for CP new FM station.

WHHM-FM Memphis, Tenn.—License for CP new FM station (reinstated).

WUOT Knoxville, Tenn.—License for CP new noncommercial FM station.

Modification of CP

WDLJ Evanston, Ill.—Mod. CP new noncommercial FM station for extension of completion date.

WNAC-TV Boston, Mass.—Mod. CP new commercial TV station to request change from Ch. 7 (174-180 mc) to Ch. 2 (54-60 mc) ERP from 26.6 kw vis., 13.3 kw aur., to 15.1 kw vis., 7.6 kw aur.

Mod. CP new commercial TV station for extension of completion date: WTTV Bloomington, Ind.; WOC-TV Davenport, Ia.

License for CP

WNBQ Chicago—License for CP new commercial TV station.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

KIUP Durango, Col.—CP to change from 1400 kc 250 w unl. to 930 kc 1 kw unl. DA-N.

AM—1280 kc

WSAT Salisbury, N. C.—CP to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

AM—1510 kc

John J. Keel tr/as Radio Reading, Reading, Pa.—CP new AM station on 1400 kc 250 w unl. AMENDED to change to 1510 kc 1 kw unl. DA-1 and change name of applicant to John J. Keel and Lloyd W. Dennis Jr., d/b as Radio Reading.

License for CP

License for CP new AM station: WFMH Cullman, Ala.; KDIA Auburn, Calif.

WKNA Charleston, W. Va.—License for CP to increase power, change to DA-2 etc.

License Renewal

Request for license renewal AM station: WORA Mayaguez, P. R.; KPHO Phoenix, Ariz.; KWDM Des Moines, Ia.; KRAM Las Vegas, Nev.; WRFC Athens, Ga.; WGLS Decatur, Ga.; KAKC Tulsa, Okla.; WTYC Rock Hill, S. C.

Request for license renewal FM station: KWKW-FM Pasadena, Calif.; WSTC-FM Stamford, Conn.; WNAE-FM Warren, Pa.; WFRO-FM Fremont, Ohio; WHKW Madison, Wis.

License for CP

WJAC-FM Johnstown, Pa.—License for CP to make changes in existing station.

Modification of CP

Mod. CP new FM station for extension of completion date: WXRT Chicago; KRFM Fresno, Calif.

KWFM National City, Calif.—Mod. CP new FM station to change from Class A to Class B, Ch. 284 (104.7 mc) ERP .96 kw and change studio location to San Diego.

TENDERED FOR FILING

AM—770 kc

KOB Albuquerque, N. M.—Request for SSA on 770 kc 50 kw-D 25 kw-N for period of next regular license or extension thereof.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 30

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,115	2,082	189		301	265
FM Stations	708	493	262	*4	46	24
TV Stations	102	35	74		348	182

* Two on the air.

CALL ASSIGNMENTS: KCIM Carroll, Ia. (Carroll Bcstg. Co., 1380 kc, 1 kw unlimited, directional); KFTV Paris, Tex. (Lamar County Bcstg. Co., 1250 kc, 500 w day); KPYL Puyallup, Wash. (W. Gordon Allen, 1400 kc, 100 w unlimited); KRIZ Phoenix, Ariz. (Howard M. Loeb, 1230 kc, 250 w unlimited); KRXL Roseburg, Wash. (Umpqua Bcstrs. Inc., 1240 kc, 250 w unlimited); KVIM New Iberia, La. (1570 kc, 1 kw day); KVAS Astoria, Ore. (Clatsop Video Bcstrs., 1050 kc, 250 w day); WCTA-FM Andalusia, Ala. (Andalusia Bcstg. Co. Inc., (98.1 mc) Channel 251); WELC Welch, W. Va. (Pocahontas Bcstg. Co., 1150 kc, 1 kw day); WEVD-FM New York (Debs Memorial Radio Fund Inc., (107.5 mc.) Channel 298); WINS-FM New York (Crosley Bcstg. Corp., (105.1 mc.) Channel 286); WIRD North Attleboro, Mass. (Jackson Assoc. Inc., 1320 kc 1 kw unlimited DA-2); WJIV Savannah, Ga. (Eurith Dickinson Rivers Jr., 900 kc, 1 kw day); WMPM Smithfield, N. C. changed from WLNJ (Selma-Smithfield Bcstg. Co.); WRAC Racine, Wis. (Belle City Bcstg. Co., 1460 kc, 500 w day).

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Docket Actions . . .

INITIAL DECISIONS

WRIB Providence, R. I.—Initial decision by Examiner Leo Resnick to grant application of WRIB to increase power from 250 w to 1 kw daytime on 1220 kc. Initial decision March 30.

KPMO Pomona, Calif.—Initial decision by Examiner Jack P. Blume to deny application for renewal of license of KPMO and dismissal of request for consent to assignment of license from Myron E. Kluge and Dean Wickstrom d/b as Valley Bcstg. Co. to Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co. KPMO is assigned 1600 kc, 500 w. Initial decision March 30.

OPINIONS AND ORDERS

WKUL and The Voice of Cullman, Cullman, Ala.—By memorandum opinion and order denied petition of Cullman Bcstg. Co., licensee of WKUL, for rehearing of Commission's opinion and order of Dec. 21, 1949, which granted The Voice of Cullman new station and denied earlier petition of Cullman Bcstg. requesting hearing be designated for application of Voice of Cullman. Action by Commission en banc. Order March 27.

WOAP Owosso, Mich.—Adopted memorandum opinion and order holding that sunrise operation proposed by WOAP would not conform with Sec. 3.87 of rules relating to computation of skywave to skywave interference. Decision March 29.

KERB Kermit, Tex., and KROD El Paso, Tex.—By memorandum opinion and order denied petition of KROD requesting commission to rehear or conduct initial hearing on grant made Sept. 7, 1949, for mod. CP KERB to change from 610 kc, 1 kw day to 600 kc, 1 kw day, directional. Decision March 29.

WJAX-TV Jacksonville, Fla.—Scheduled oral argument April 14 on FCC general counsel's exceptions to initial decision to grant extension of completion date [BROADCASTING, Feb. 6].

George F. Haddican, Delano, Calif.—Scheduled oral argument April 14 on initial decision to deny new AM station on 1340 kc with 250 w fulltime [BROADCASTING, Dec. 12, 1949].

WCUM Cumberland, Md.—Ordered that oral argument set April 14 be continued to April 28 on initial decision to grant power boost from 100 w to 250 w, on 1490 kc [BROADCASTING, Nov. 14, 1949].

Carolina-Piedmont Bcstrs. Inc., Lincolnton, N. C.—Ordered that effectiveness of initial decision, to deny bid for new station on 1050 kc with 1 kw day, be stayed pending further review by Commission [BROADCASTING, Jan. 2].

AM—1370 kc

KAST Astoria, Ore.—Mod. CP to change from using DA-DN to DA-N.

APPLICATION DISMISSED

Grant A. Wood, Hyattsville, Md.—DISMISSED March 8 application for AM station on 1540 kc 1 kw D.

Non-Docket Actions . . .

AM GRANTS

Red Lion, Pa.—Rev. John M. Norris granted new station on 1440 kc, 1 kw daytime. Estimated construction cost: $27,200. Rev. Norris, sole owner, has ½ interest in Norris Cigar Co., and has extensive property interests. Granted March 29.

Mayaguez, P. R.—Mayaguez Radio Corp. granted new station on 1300 kc, 1 kw unlimited. Estimated construction cost: $20,200. Principals include: Alberto Sanabria, dry goods, president, 17.37%; Jose A. Fabregas, certified public accountant, treasurer, 0.4%; Patricio R. Fermaintt, public secretary, 0.4%; Charles Torres, service station, 13.04%; Rafael Redondo, radio parts, etc., 13.04%; Eugenio B. Cesani, hardware, 13.04%; Regino Cabassa Jr., radios, refrigerators, 13.04%; Jose Gonzalez Rivera, liquors, 8.68%; Luis Acosta Jr., real estate, 4.34%; Augusto Valentin, 10.86%; Luis R. Rivera, real estate, 6.51%. Granted March 29.

Lenoir City, Tenn.—Arthur Wilkerson Lumber Co. granted new station on 730 kc, 500 w unlimited. Estimated construction cost $19,780. Arthur Wilkerson, lumber dealer, is sole owner. Granted March 29.

Gaylord, Mich. — Midwestern Bcstg. Co. granted new station on 900 kc, 1 kw day. Estimated construction cost: $25,000. Midwestern Bcstg. Co. is licensee of WTCM Traverse City, Mich., WMBN Petoskey, WATT Cadillac and WATZ Alpena. Granted March 29.

Leadville, Col.—Vir N. James granted new station on 1230 kc, 250 w unlimited. Mr. James is licensee of KVRH Salida, Col. Granted March 29.

WMON Montgomery, W. Va.—Granted switch from 1340 kc, 250 w unlimited to 790 kc, 1 kw day, 500 w night DA-N. Granted March 29.

KFRD Rosenberg, Tex.—Granted increase in power from 500 w day to 1 kw day on 980 kc. Granted March 29.

KBOR Brownsville, Tex. — Granted increase in hours of operation from daytime to unlimited, directional night. Eng. cond. Granted March 29.

KCHC El Paso, Tex.—Granted increase from 500 w day to 1 kw day on 860 kc. Granted March 29.

WORK York, Pa. — Granted switch from 1350 kc, 1 kw unlimited DA-N to 1350 kc, 5 kw day, 1 kw night, directional night. Granted March 29.

KJCK Junction City, Kan.—Granted switch from 1570 kc, 1 kw day to 1420 kc, 1 kw day. Granted March 29.

FM GRANT

Sanford, N. C.—Sanford Bcstg. Co. granted new Class A FM station, Ch. 276 (103.1 mc), ERP 325 w, ant. 185 ft. above average terrain. Co-partners: Thomas Burke Buchanan, radio and record shop owner, and Thomas E. Barker, insurance business. Granted March 29.

TRANSFER GRANTS

WESX Salem, Mass.—Granted assignment of license from North Shore Bcstg. Co. to new firm North Shore Bcstg. Corp., owned equally by James D. Asher and Joseph H. Tobin, each 48.2% owner of WJDA Quincy, Mass. Consideration $75,000. Charles W. Phelan, sole owner of assignor, retires because of ill health. WESX is assigned 1230 kc, 250 w. Granted March 29.

WFVG Fuquay Springs, N. C.—Granted assignment of license from S. S. Adcock, licensee to S. S. Adcock, J. M. Stephenson and W. J. Davis d/b as Radio Station WFVG. Mr. Stephenson and Mr. Davis acquire 60% interest from Mr. Adcock for $34,000. Mr. Stephenson has farming interests, saw mill and general store. Mr. Davis is a student at Jacksonville Institute of Radio & Television. WFVG is assigned 1 kw day on 1460 kc. Granted March 29.

KLAS Las Vegas, Nev. — Granted transfer of control of Las Vegas Bcstrs. Inc., from C. L. McCarthy, E. L. Barker, Duncan A. Scott and W. R. Steffner to Frederick G. Stoye, R. G. Jolley, A. J. Brown and R. W. Eldredge for consideration of $25,400. Mr. Stoye is general manager of KLAS and prior to transfer held 20% interest. Mr. Jolley is owner of White Bunny Ice Cream Co., Las Vegas Brick and Tile Co., and other interests. Each of four partners will have 25% interest. KLAS operates with 250 w on 1230 kc. Granted March 29.

KRIS Corpus Christi, Tex.—Granted transfer of control in Gulf Coast Bcstg. Co., licensee, which buys holdings of following minor stockholders: Houston Harte, 12.25%; Isobel C. Harte, 10%; Eva May Hanks, 11.25%; Jean Kinsolving Barnard, 5%; Bernard Hanks estate, 11.25%. Consideration is $278,000. Chief owner and manager of KRIS is T. Frank Smith. KRIS is assigned 1 kw on 1360 kc. Granted March 29.

WCRA Effingham, Ill.—Granted transfer of control in Effingham Bcstg. Co., licensee, from Willard and Mabel Thompson to Joseph E. McNaughton through transfer of 210 sh. of stock. This is simple stock transaction involving no money and unmarred by restriction save FCC authority. WCRA is assigned 1090 kc, 250 w daytime. Granted March 29.

KLKC Parsons, Kan. — Granted transfer of control of Community Bcstg. Co. Inc., licensee, to Sun Pub. Co. through transfer of 251 sh. of capital stock for $12,550. Sun Pub. Co. now holds 51% interest in licensee corp. KLKC is assigned 1540 kc, 250 w day. Granted March 29.

KMHT Marshall, Tex. — Granted transfer of control of Marshall Bcstg. Co., licensee, to Fort Worth Bcstg. Co. for consideration of $52,500. Principals in Fort Worth Bcstg. include: Frank M. Skinner, owner of clothing stores in Fort Worth and Austin, also farming and ranching interests, president, 98%; John R. Crouse, vice president and chief engineer KXOL Fort Worth, vice president, .33%, and Russ N. Lamb general manager KXOL, 1.67%. KMHT is assigned 1450 kc, 250 w unlimited. Granted March 29.

KTLN Denver, Col.—Granted assignment of license from Alf. M. Landon tr/as Landon Bcstg. Co. to Leonard Coe. Mr. Coe, who is general manager and 35% owner KVLC Little Rock, Ark., will pay $5,000 for station. Mr. Landon is withdrawing because of other business interests. KTLN operates with 1 kw day on 990 kc. Granted March 29.

WTOR Torrington, Conn.—Granted transfer of control in Torrington

(Continued on page 69)

KERR JOINS TR

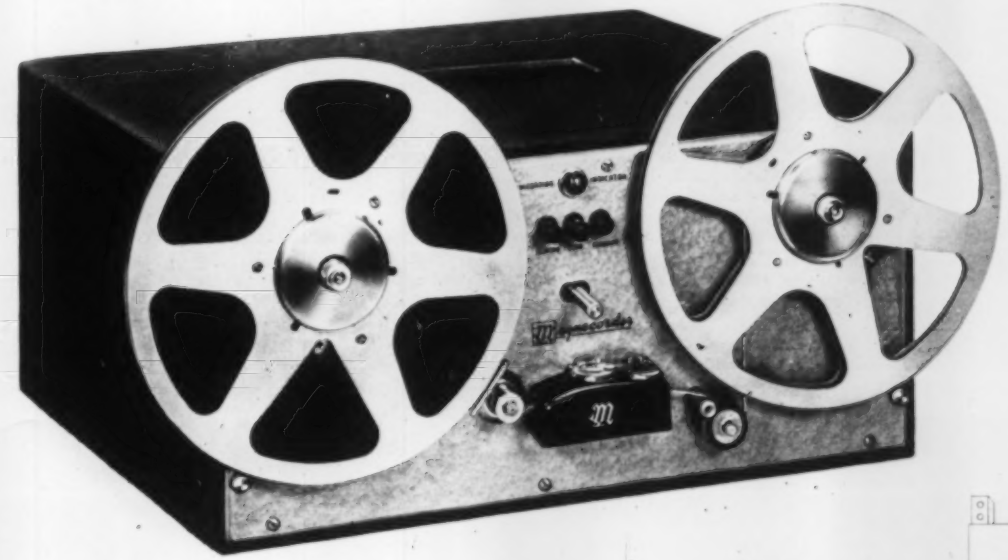
Named Eastern Sales Manager

ALLAN W. KERR, formerly with WCBS New York, has joined Transit Radio Inc. as eastern sales manager, succeeding William H. Ensign, who resigned to become an account executive at ABC [BROADCASTING, March 20].

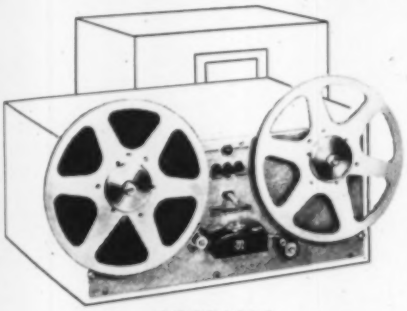
Mr. Kerr

Mr. Kerr will make his headquarters at Transit Radio's New York offices, 250 Park Ave. He had been with WCBS for the past five years, except for five months spent in television sales at WPIX (TV) New York. He also has served with WOV New York, Free & Peters Inc. and the Rambeau Co.

Announcing the NEW Magnecorder PT7



NOW ALL 3!



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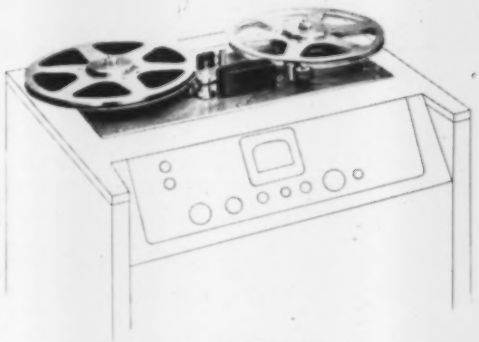

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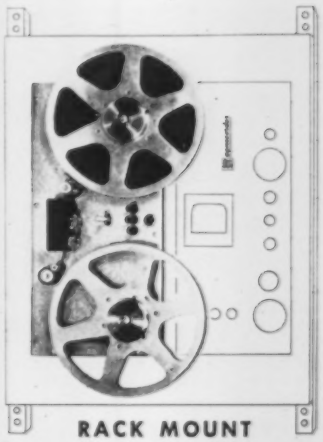


RACK MOUNT

NEW POSITIVE DRIVE

Two-speed hysteresis synchronous motor prevents timing errors, lost program time.

N.A.B. 10½" REELS

Now get long playing time even on portable equipment. No overlap on rack mount.

PT7's Greater Flexibility Means Greater Value

The PT7 Recorder Mechanism and Amplifiers incorporate Magnecord's exclusive Unit Construction. The same equipment can be used in console cabinet, rack mount, or for portable operation. New PT7-P amplifier features high-level mixing for 3 high impedance microphones.

Write For Detailed Information

Revolutionary new PT7 specifications have just been released. Write for your copy today.

3 HEADS

Separate heads for Erase, Record, and Playback now allow monitoring off the tape.

PUSHBUTTON CONTROLS

Separate buttons for "Forward," "Rewind," and "Stop" can be operated by remote control.

Magnecord, INC., CHICAGO 1, ILL.

360 NORTH MICHIGAN AVENUE

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders

NBC OREGON MEET

Discuss Summer Schedules

APPROXIMATELY 24 representatives of NBC Western Network stations are meeting today (April 3) with six NBC Hollywood executives at Timberline Lodge, near Portland (Ore.) to discuss sales, programming and promotion plans. Summer schedules and Daylight Saving Time will come in for special discussion.

Greater part of the day's session is being devoted to talks by Charles Denny Jr., NBC executive vice president, and Sidney N. Strotz, administrative vice president in charge of Western Division. Co-chairmen of the meeting are Ewing C. Kelly, president and general manager, KCRA Sacramento, and Walter Wagstaff, general manager, KIDO Boise, western members of NBC Stations Planning and Advisory Committee. KGW Portland, managed by H. Quenton Cox, is host station for meeting.

NBC executives attending the meeting are Messrs. Denny and Strotz; Frank A. Berend, Western Network sales manager; Helen Murray Hall, manager of advertising and promotion; Henry Maas, manager of sales and traffic department, and Jennings Pierce, manager of station relations for NBC Western Division.

Station executives attending include Paul Bartlett, owner, and Gene de Young, manager, KERO Bakersfield; Ed Yocum, general and commercial manager, KGHL Billings, Mont.; Walter Wagstaff, Ed Craney and Arne Anzjon of Montana's "Z" network; Hal Brown, general manager, KMJ Fresno; Pat Kelly, program director, KFI Los Angeles; Pete Watts and Harlan Jones, KMED Medford; Henry Fletcher, general and commercial manager, KSEI Pocatello, Ida.; Mr. Cox and Arden X. Pangborn, KGW Portland; Ewing Kelly; S. S. Fox, KDYL Salt Lake City; Tom Sharp and John Merino, KFSD San Diego; John Elwood, KNBC San Francisco; Harry Butcher, KIST Santa Barbara; O. W. Fisher and Ray Baker, KOMO Seattle; R. O. Dunning, KHQ Spokane; Florence Gardner, KTFI Twin Falls, Ida.; J. A. Murphy, KIT Yakima, Wash.

ZOTOS DRIVE

Plans To Expand M-G-M Show

SALES AFFILIATES Inc., New York (Zotos fluid wave), is expected shortly to add two Nebraska markets—Lincoln and Grand Island—to its present slate of nine stations carrying *The Adventures of Maisie*, one of eight M-G-M radio attractions.

Plans call for further expansion sometime this fall following the usual slump months of July and August, according to Getschal-Richard Inc., advertising agency which handles the Zotos account. Firm has distributors in 66 key markets. Program currently is sponsored by Sales Affiliates in New York; Des Moines and Cedar Rapids, Iowa; Kansas City and Columbia, Mo.; Topeka and Wichita, Kan.; Omaha, Neb., and Sioux Falls, S. D. Campaign got underway early in February.

FINDING much in common are these Virginia Associated Press Broadcasters who met in Richmond on March 21 with Oliver S. Gramling (3d l), AP assistant general manager for radio. L to r: Fred L. Hart, WLPM Suffolk general manager and VAPB vice president; Jack Weldon, WWOD Lynchburg general manager, retiring VAPB president; Mr. Gramling; and John Eure, WDBJ Roanoke news editor and new VAPB president.

FURR ELECTED

Heads Dixie FM Network

RAY A. FURR, manager of WIST (FM) Charlotte, N. C., was re-elected president of the Dixie FM Network at a meeting a fortnight ago. Also named were Ed Anderson, president and general manager of WBBO Forest City, first vice president; Gaines Kelley, general manager of WFMY-FM-TV Greensboro, second vice president, and Mel J. Warner, general manager of WFMA (FM) Rocky Mount, N. C., secretary-treasurer.

The members also voted to make April "FM Month" in North Carolina. Mr. Furr said April was chosen because of the many baseball games to be broadcast by FM stations during this period. Also discussed were network program plans.

Stations in the network include WFMA WFMY WIST WBBO, WGBR Goldsboro, WFNC Fayetteville, WRAL Raleigh, WBBB Burlington, WAIR Winston-Salem, WHPE High Point, WSTP Salisbury, WGNC Gastonia, WSIC Statesville, WMBC Greenville, S. C.

* * *

L to r: Seated, Messrs. Anderson and Furr; standing, Messrs. Warner and Kelley.

Upcoming

April 12-19: NAB convention, Stevens Hotel, Chicago: Engineering Conference, April 12-15; Unaffiliated Stations Conference, April 16:

FM Stations Conference, April 17; Management Conference, April 17-19.

April 15-16: Second annual meeting, University Assn. for Professional Radio Education, Stevens Hotel, Chicago.

DODGERS' GAMES

New N. Y. Network To Cover

ARRANGEMENTS for additional radio coverage of Brooklyn Dodgers' baseball games were nearly set last week following an announcement confirming formation of an upstate New York regional network. Eight stations already have signed and others are expected to join before season opens April 18.

The announcement was made jointly last Monday by Harold G. Roettger, Dodgers publicity director, and James Stevenson, who simultaneously was retained as radio consultant to the club. Mr. Stevenson heads his own radio-television package production firm in New York City.

The network was organized by Mr. Stevenson through Baseball Broadcasting Co., which he set up March 1 for the purpose of baseball radio coverage.

Still to be completed are arrangements for sponsorship of the games and selection of an announcer, according to Mr. Roettger. It was believed the schedule would be sold to local advertisers on a co-op basis.

Stations included thus far in the regional network: WPTR Albany, WKRT Cortland, WWSC Glens Falls, WWHG Hornell, WHLD Niagara Falls, WEAV Plattsburg, WSAY Rochester, and WNDR Syracuse. At least 30 other stations (in Pennsylvania, New England and upper New York state) also have expressed interest in the games, according to Mr. Stevenson.

CBS SALARIES

Stanton Highest Paid

FRANK STANTON, CBS president, was given a $34,740 bonus, in addition to his $100,000.16 salary, in 1949 and is now the highest paid executive in network radio.

William S. Paley, CBS chairman of the board, was paid a salary of $100,000.16—the same as Mr. Stanton's in 1949 — but received no bonus. His total income from CBS was considerably greater than Mr. Stanton's however, because of his stockholdings in the company.

Information on officers' salaries was contained in a proxy statement issued last week in advance of the CBS annual stockholders' meeting April 19.

In addition to salaries and bonuses, $17,604.79 was put into the pension and insurance plans for Mr. Paley and $13,270.26 for Mr. Stanton.

Edward R. Murrow, who is a director of the corporation, received $121,944.48 in fees, salaries and commissions for his work as a director and as a broadcaster and recording star.

Joseph H. Ream, executive vice president, received a salary of $50,000.08, a bonus of $11,977.50, and Edward Wallerstein, president of the CBS subsidiary, Columbia Records Inc., was paid $60,000 salary and a $3,208.50 bonus.

Mr. Paley's 1949 remuneration represented an increase of $28,269.31 over 1948, and Mr. Stanton's was up $24,941.36.

Stock Control

Mr. Paley owns or controls 98,510 shares of Class A stock and 251,900 shares of Class B stock. He owns beneficially 88,510 shares of Class A, or 9.23% of the total outstanding, and 223,500 shares of Class B, or 29.45% of the total outstanding.

In the aggregate he owns directly 18.17% of all outstanding stock of the company.

The proxy statement also disclosed that CBS paid WCAU and WCAU-TV Philadelphia an aggregate of $435,071.22 for broadcasting network commercial programs in 1949.

The CBS annual report to stockholders also was in the mail last week.

Consolidated net income for 1949 was $4,184,079, or $2.44 per share, as compared with $5.041,682 or $2.94 per share for 1948 [BROADCASTING, Feb. 20].

Cash dividends paid during 1949 amounted to $2,404,293, or $1.40 per share, as compared with $3,434,704 or $2 per share in 1948. A total of $1,779,786 in undistributed profits was added to surplus in 1949.

A joint message to stockholders signed by Messrs. Paley and Stanton said that CBS was following an organizational policy of integrating radio and television.

(The opposite approach is being taken in the reorganization of NBC.)

FCC Roundup

(Continued from page 66)

Bcstg. Co., Inc., licensee, from Joseph R. Schifini et al. to Harold Thomas. Mr. Thomas, president of WATR Waterbury, purchases 51% of stock for $5,000. WTOR is assigned 1490 kc, 250 w. Granted March 29.

WDSR Lake City, Fla.—Granted assignment of license from Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm, co-partnership d/b as Deep South Radioways, to partnership of same name. Dr. Kumm withdraws and sells his 20% interest to Alma Temple for $7,200, increasing her holdings to 45%. WDSR is assigned 250 w unlimited on 1340 kc. Granted March 28.

Deletions . . .

FIVE FM authorizations and one AM license reported deleted last week by FCC. Total since Jan. 1, AM 21; FM 30; TV 2. Deletions and reasons for withdrawal follow:

WENY-FM Elmira, N. Y.—Elmira Star-Gazette Inc. License. FM not well received by public.

KVSO-FM Ardmore, Okla.—John F. Easley. License. Too expensive to have transmitter repaired.

WMUS-FM Muskegon, Mich.—Greater Muskegon Bcstrs. Inc. License. Operational costs and maintenance exceed revenue.

WSAZ-FM Huntington, W. Va. — WSAZ Inc. CP. Using resources for development of TV.

WKFM Sandusky, Ohio — Sandusky Newspapers Inc. CP. Not economical to continue.

WGLN Glens Falls, N. Y.—Glens Falls Pub. Corp. License March 4. Result of merger with WWSC there [BROADCASTING, March 6].

New Applications . . .

AM APPLICATIONS

Crossett, Ark.—Ashley County Bcstg. Co., 1240 kc, 250 w unlimited. Estimated construction cost: $7,503.89. Principals: T. Cecil Fleet Sr., general law practice, 70%, and John H. Fleet, chief engineer KSTL St. Louis, Mo., 30%. Filed March 29.

North Seattle, Wash. — Suburban Bcstg. Co., 1590 kc, 250 w day. Estimated construction cost: $12,800. Charles Deans Calley Jr., applicant, is owner Pacific Exports Ltd., general export and import company, specializing in export of lumbers and metals. Filed March 24.

Menominee, Wis.—Capital City Bcstg. Co. Inc., 1450 kc, 250 w unlimited. Estimated construction cost: $18,693.54. Principals in Capital Bcstg. are Thornton G. Simpson, George L. Heleniak and William F. Johns Jr., each have 33⅓% interest. Mr. Johns has extensive radio interests which include WKLK Cloquet, Minn., WOSH Oshkosh, Wis., WSHB Stillwater, Minn., and others. Filed March 24.

Ukiah, Calif. — Arnold C. Werner, 1340 kc, 250 w unlimited. Estimated construction cost $11,800. Mr. Werner is applicant for AM station at Sunnyside, Wash. Filed March 30.

TV APPLICATION

Danville, Va.—Piedmont Bcstg. Corp., Ch. 7 (174-180 mc), 2.65 kw. vis., 1.33 kw aur. Estimated construction cost $30,500. Piedmont Bcstg. is licensee AM station WBTM Danville. Filed March 29.

TRANSFER REQUESTS

WSB-AM-FM-TV Atlanta — Assignment of license from The Atlanta Journal Co. to Atlanta Newspapers Inc., proposed new firm to be composed of merged Atlanta Journal Co. and Constitution Pub. Co. See story page 20. Filed March 30.

WSNY Schenectady, N. Y.—Acquisition of control of Western Gateway Bcstg. Corp., license, through purchase by Winslow P. Leighton of 33 sh held by George R. Nelson for $41,200 and 4 sh held by William G. Avery for $2,800. Mr. Leighton now holds 32 of total 99 sh issued. See story this issue. Filed March 30.

WSAN-AM-FM Allentown, Pa. — Transfer of control from John C. Shumberger Sr., Fred W. Weiler, estate of Royal W. Weiler, David A. Miller, Samuel W. Miller, Donald P. Miller, Miller Assoc., Cole-Chronicle Newspapers Inc., and B. Bryan Musselman, a corporation d/b as Lehigh Valley Bcstg. Co., to a partnership of B. Bryan Musselman, Olivia P. Musselman and Reuel H. Musselman d/b as Lehigh Valley Bcstg. Co., for consideration of $214,564.64. B. Bryan Musselman, vice president and general manager, will have 60%; Olivia P., office manager of WSAN, 20%, and Reuel H., chief engineer WSAN, 20%. In turn Musselmans request formal change of licensee from corporation to a partnership for practical reasons. Filed March 30.

Senators on WASH (FM)

AFTERNOON home and away games of the Washington Senators baseball team will be broadcast weekdays for the 1950 season on WASH (FM) Washington by Chesterfield cigarettes, through Cunningham & Walsh, New York. The schedule does not include Sundays, however. Broadcasts will be the same as those carried on WWDC (AM only) Washington, with Arch McDonald and Bob Wolff as announcers. WWDC will carry all daytime games AM only and night and Sunday games on both AM and FM. WTTG (TV) Washington will telecast all at-home games. Chesterfield sponsors the games on all three stations.

WKJG LABOR

NLRB Upholds Examiner

NATIONAL Labor Relations Board last Tuesday upheld a trial examiner's intermediate finding that WKJG Fort Wayne, Ind., had engaged in certain unfair labor practices in negotiations with NABET (National Assn. of Broadcast Engineers and Technicians).

Complaint was filed Jan 28, 1949, against WKJG, licensed to Northeastern Indiana Broadcasting Co.

WKJG claims that the findings of Examiner W. Gerard Ryan last October were not supported by substantial evidence, and that he "followed the pattern of ignoring all the evidence given by (WKJG) and with studied design gave credence to the evidence of the union." The finding, WKJG contended, was that its witnesses "were falsifiers while the (union witnesses) were truthful."

NLRB, in its order, noted: "The Supreme Court has recently held that even if a trial examiner believes every witness for a union and disbelieves every witness for an employer, this does not manifest such bias and prejudice as to invalidate an order of this board adopting (such) findings. . . ." NRLB added that it was "reluctant" to "disturb credibility findings."

WKJG was ordered to "cease and desist" from "refusal to bargain collectively" with the union; "discouraging membership" in NABET; and "interrogating employes concerning their union membership, activities," etc.

Reginald Allen

REGINALD ALLEN, 40, WTOP-CBS Washington announcer for the past 12 years, died last Wednesday of cancer. During the war he was program director of the Armed Forces Network at Eniwetok. A bachelor, Mr. Allen left his parents, a brother, and a sister.

NEW!

REVOLUTIONARY!

Collins announces the first really new one kilowatt AM transmitter to bring you the full benefits of post-war research and development.

This transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the last five years, and only now available in terms of tubes and other components.

The 20V provides new economies to help you meet ever stiffening competition. It emphasizes the obsolescence of one kilowatt transmitters which represent the engineering of pre-war 1940.

Equip in 1950 for the years ahead. Write, wire or phone your nearest Collins representative for further information. And see the new 20V next week in the Collins booth at the NAB Show, Stevens Hotel, Chicago.

FOR BROADCAST QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 1330 N. Industrial Blvd. DALLAS 2 | Dogwood Rd., Fountain City KNOXVILLE | 417 Rosalyn Ave. DAYTONA BEACH

BMI Canada Aided

(Continued from page 19)

presented at Ottawa April 11-13, when CAB will present, at the commission's request, a list of specific sections of the Canadian Broadcasting Act and rules and regulations of CBC, which hinder development of radio, in its opinion, with specific reasons.

A total of more than 500 questions have been listed by the commission for the CAB to answer at this final sitting. Mr. Guild reported that Charles A. Siepmann, one of the authors of the famous FCC Blue Book, has been retained by the Royal Commission to analyze briefs which have been presented to it on radio.

At the Tuesday morning session, Mr. Burton of BMI reported that in the past three years BMI Canada Ltd. has released 3,500 Canadian works, has signed up 70 Canadian composers and 22 music publishers. He told the Canadian broadcasters that "not one cent" of BMI Canada Ltd. funds goes to the parent organization, BMI in the United States.

Decision Necessary

He emphasized to the group that they soon would have to make major decisions on the growth of BMI Canada in view of the ending of the present contract in two years with BMI Canada and with CAPAC. At the Tuesday afternoon meeting, it was unanimously decided to give BMI Canada more funds through a service charge for material obtained.

Annual meeting of Bureau of Broadcast Measurement (BBM) followed, with Lou Phenner, president, as chairman. He reported 114 stations, or 80% of all Canadian stations, now are members of BBM. Good progress is being made on the 1950 survey which should be ready late this summer, he said, and finances are adequate to take care of this survey. The 1950 survey will have figures on a similar basis to the BMB figures, on more than once a week listening.

Dr. Ken Baker of BMB, New York, explained to Canadian broadcasters some of the ways in which they could use the additional figures and reported on what U. S. broadcasters are doing with these figures.

New BBM directors elected included:

Representing advertisers, C. R. Vint, Colgate-Palmolive-Peet, Toronto, was elected for three year term, and E. B. Cooper, Imperial Oil Ltd., Toronto, for two years; for advertising agencies, G. F. Mills, Spitzer & Mills, Toronto, for three years, and S. B. Smith, James Lovick Ltd., Toronto, for two years; for stations, W. T. Cranston, CKOC Hamilton, for three year term.

Don Henshaw, account executive of MacLaren Adv. Co., Toronto, guest speaker at the Tuesday luncheon, urged broadcasters to become better acquainted with agency executives, not to be rebuffed if the agency door was not opened rapidly, but to make sincere efforts to get to know the executives and their thinking.

Rates Covered

Tuesday afternoon meeting dealt mainly with rates and discounts. Resolutions were adopted to follow NAB contract forms in making changes in the CAB contract form.

A discussion of a request for an increase from 15% to 17% in advertising agency commissions followed presentations by agency executives on this question. Agencies pointed to increased costs of operations. At a closed meeting of members, it was resolved to defer the matter for a year.

CJOB Winnipeg was presented the first annual Canadian General Electric Award for station efficiency on air time at the annual dinner on Tuesday. Dr. Robert Stanforth of UNESCO, dinner speaker, urged Canadian broadcasters to watch against the growth of government bureaucracy in broadcasting by preservation of the free enterprise system.

The broadcasters were told of television pitfalls by Samuel H. Cuff, president of the Retailers Television Film Service Inc., New York, at the Wednesday afternoon session. Mr. Cuff discussed American station experience, along with data on the minimum cost of establishing a TV station, programming and engineering problems. John J. Gillin Jr., president of WOW-AM-TV Omaha, Neb., detailed experience in operating his television station, especially preparations before opening the outlet. An idea panel discussion followed, in which stations reported on new program, personnel and Transit Radio developments.

An information panel constituting American and Canadian agency representives dealt with Canadian television prospects, role of the station representative, per inquiry business and discounts. Opinion of the gathering was largely against per inquiry business.

Stations urged giving the representatives more sales data to pass to agency timebuyers. Considering the prospects of advertising on Canadian television, the majority feeling was that national advertisers would not change major AM programs because of Toronto and Montreal TV markets.

Mitchell Speaks

An overflow meeting Thursday afternoon heard Maurice B. Mitchell, director of BAB, give data on surveys now being made on radio vs. newspaper advertising. He said that results will be made available to the Canadian stations. Mr. Mitchell also covered merchandising, per inquiry and the effect of television on radio rates.

Of the several hundred broadcasters who saw the Canadian premier of "Lightning That Talks," the majority felt it to be a good sales help. The film in its present and short version is being made available to Canadian stations.

The convention went on record as condemning all forms of per inquiry advertising.

BROADCASTERS at Canadian convention at Niagara Falls include Mike Hopkins (standing), CKLB Oshawa; (seated l to r facing camera) Murray Brown, CFPL London; Pete McGurk, Weed & Co., New York; Gordon Keeble, CFCF Montreal; (seated back to camera) Vic George, CFCF Montreal; Spence Caldwell, S. W. Caldwell Ltd., Toronto, and Keith Chase, CFPL London.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

CAB REGISTRATION

A-E

Archibald, E. Gordon, CHOV Pembroke, Ont.; Aston, J. P., Northern Electric Co. Ltd., Montreal; Armstrong, W. M. and Mrs., Can. Nat. Telegraphs, Toronto; Allen, A. E., CN—CP Communications Dept., Toronto; Avery, R. J., Ronalds Advertising Agency Ltd., Toronto; Arnot, Geo. A., Wm. Wright, Toronto; Allard, T. G., CAB; Alexander, J. L., Toronto;

Browne, James Jr., CKOV Kelowna, B.C.; Ball, Alan, C., Canadian Advertising, Toronto; Blackburn, Walter J. and Brown, Murray T., CFPL London, Ont.; Boyling, J. S., CHAB Moose Jaw, Sask.; Burgoyne, W. B. C., CKTB St. Catharines, Ont.; Burgoyne, H. B., CKTB St. Catharines, Ont.; Beardall, Jack and Mrs., CFCO Chatham, Ont.; Beardall, Eleanor, CFCO Chatham, Ont.; Bedford, B. H., CHVC Niagara Falls, Ont.; Blick, J. O., CJOB Winnipeg, Man.; Botterill, Norman, CKRM, Regina, Sask.; Burns, Arthur, Radio Advertising Services Inc.; Burton, Robert J., BMI (Canada) Ltd., New York; Bourassa, George, CKAC Montreal; Barnes, Wade, RCA Recorded Program Services, New York; Bowden, Ralph F., Elliott-Haynes Ltd., Montreal; Baer, Russ, CHEX Peterborough, Ont.; Barrow, F. A., Canadian Marconi Co., Montreal; Barker, C. G., Kingsway Film Equipment Ltd., Toronto; Browne, Cecil, Dept. of Transport, Ottawa; Beatty, Ruth, CAB, Toronto; Brandt, Otto, ABC, New York; Brown, Norman C., Robin Hood Flour, Toronto; Byles, Bill, Young & Rubicam, Toronto;

Chase, Keith S., CFPL London, Ont.; Cooke, Hal, CKEY Toronto, Ont.; Collins, Alfred H., CKLB Oshawa, Ont.; Campeau, J. E., and Carter, W. J. CKLW Windsor, Ont.; Chandler, George C., CJOR Vancouver, B.C.; Cranston, W. T., CKOC Hamilton, Ont.; Crittenden, H. A., CKCK Regina, Sask.; Chevrier, H. F., Bureau of Broadcast Measurement, Toronto; Carson, H. R. and Copeland, Clare, All-Canada Radio Facilities Ltd., Calgary; Chisholm, K. G, RCA Victor, Toronto; Clark, Alex L. and Cairns, R. S. (Bud), Kingsway Film Equipment, Toronto; Conder, Stan, Central Mortgage and Housing Corp., Ottawa; Caldwell, S. W., S. W. Caldwell Ltd., Toronto; Campbell, Robt. J. Walter Thompson, Toronto; Carpenter, Robt., MBS, New York; Clochessy, Henry, Compton Advertising, New York; Cromwell, George A., CHSJ, St. John; Curran, Phil R., British United Press, Montreal;

Dales, Walter A., Walter A. Dales Radioscripts, Montreal; Dallin, Vern, CFQC Saskatoon, Sask.; DuPont, J. Arthur, CJAD Montreal; Davidson, Jack M., Northern Broadcasting Co., Toronto; Dyer, V. D. L., MacLaren Advertising Co. Ltd., Toronto; Dipple, Wilf. C., Radio Representative Ltd., Montreal; Dougall, H. F., CKPR, Fort William, Ont.; Desaulniers, R. R., Canadian Marconi Co., Montreal; Demers, Jacques, CKVM Ville Marie P.Q.; Day, Robert E., Bulova Watch Co. Ltd., Toronto; Davis, Ken. W., Wm. Wright, Montreal; Diaz, Ray A., ABC, New York; Donato, N. V., C. P. MacGregor Co., New York; Duggan, M. J., Press News Limited, Toronto; Dibble, Muriel, Compton Adv., New York; Davis, Don K., CKEY Toronto;

Elphicke, Frank H., CKWX Vancouver, B.C.; Edgar, Harry M., CJKL Kirkland Lake, Ont.; Elliott, Walter E., Elliott-Haynes Ltd., Toronto; Elliott, M. M. (Pete), Canadian Marconi Co., Montreal; Edwards, C. P., Dept. of Transport, Ottawa; Evans, T. A., CAB, Ottawa; Edwards, C. B., Press News Limited, Toronto;

F-N

Fairley, E. Chris, CFCA-FM Kitchener, Ont.; Fitzpatrick, B. S. L., Imperial Tobacco Co. of Can., Toronto; Ferris, Gordon, Household Finance Corp., Toronto; Ford, Rolly, CHUM Toronto, Ont.; Follett, C. J., Bureau of Broadcast Measurement, Toronto; Freeman, Harvey, CKGB Timmins, Ont.; Flint, H. Harrison, CKSF Cornwall, Ont.; Freeman, A. F. P. (Pat), CAB, Toronto; Foster, John R., Ahearn & Soper Co. Ltd., Ottawa; Fulton, F. F., Northern Electric Co., Montreal; Fling, Wentworth D., Fairchild Recording Equipment Corp., New York;

Guild, Mr. and Mrs. Wm. M., CJOC Lethbridge; Gilchrist, C. W., Dept. of National Health & Welfare, Ottawa; Gaetz, Gerry, CJCA Edmonton, Alta.; George, W. V., CFCF Montreal; Gormley, Paul, Dept. of Agriculture, Ottawa; Gillin, J. J., WOW Omaha; Gunther, Frank A., Radio Engineering Labs, Cleveland; Guerrette, George, CJEM Edmunston, CJBR Rimouski;

Hopkins, Michael, CKLB Oshawa, Ont.; Haverlin, Carl, BMI (Canada) Ltd., New York; Hunt, A. B., Northern Electric Co. Ltd., Montreal; Herbert, G. F., All-Can. Radio Facilities, Toronto; Hall, Burt, All-Canada Radio

Facilities Ltd., Montreal; Hardy, Jos. A., Jos. A. Hardy & Co. Ltd., Montreal; Haig, A. M., CJBQ Belleville, Ont.; Hawkins, Wm. N., CFOS Owen Sound, Ont.; Hirtle, John F., CKBW Bridgewater, N.S.; Huson, A. Gordon, United Kingdom Information Office, Ottawa; Hyland, J. G., CJIC Sault Ste. Marie; Holden, Waldo, CFRB Toronto, Ont.; Hutton, L. A. B., CN and CP Telegraphs, Ottawa; Holroyd, W. H., Can. General Electric Co. Ltd., Toronto; Hart, Ralph, Spitzer & Mills Ltd., Toronto; Hofstetter, Roy, CKWS Kingston, Ont.; Hill, John C., Kingsway Film Equip. Ltd., Toronto; Henning, W. I., Robin Hood Flour, Montreal; Hannon, William A., Employers Reinsurance Corp.;

Jones, Ruth, Benton & Bowles Inc., New York; Judge, Ralph, Horace N. Stovin & Co., Montreal; Keeble, G. F., CFCF Montreal; Keenan, H. J., Northern Electric Co. Ltd., Montreal; Ker, David I., CJSH-FM Hamilton, Ont.; Knudsen, Frank, Kingsway Film Equipment Ltd., Toronto; Kern, George, Benton & Bowles Inc., New York; Kerton, Ethel, CAB, Ottawa; Kavanagh, E. F., National Broadcast Sales, Toronto;

Langlois, John D., Lang-Worth Inc., New York; Lee, Bob, CHUM Toronto, Ont.; Lynds, Fred, CKCW Moncton, N.B.; Lynch, F. J. J., CKLW Windsor, Ont.; Lepage, Henri, CHRC Quebec City; Lalonde, Phil, CKAC Montreal; Leslie, Roy C., Canadian Bridge Co., Montreal; Lethbridge, Hume A., CJNB North Battleford; Liddle, G. and Liddle, Jack, CKCR Kitchener, Ont.; Lindsey, W. A., Baker Advertising Agency, Toronto; Love, James A., CFCN Calgary, Alta.; Large, R. F., CFCY Charlottetown, P.E.I.; Loney, D. R., Ronalds Advertising Agency, Toronto; Legate, B. E., MacLaren Advertising Co., Toronto; Lemire, J. P., CKCH Hull, P.Q.; Langlais, Lt. Col. Paul, Radio Programme Prod., Montreal; Lown, Bert, Assoc. Program Service, New York; Leslie, R. A., Nat. Broadcast Sales, Toronto;

M-R

MacKay, Stuart, All-Canada Radio Facilities; MacDonald, E. F., CJCH Halifax, N.S.; MacNeil, Neil, Canadian Representative for CARE, Ottawa; Matthews, Richard P., Federal Electric Man. Co., Montreal; Miller, Alex M., Can. Assn. of Advertising Agencies, Toronto; Moon, Wm. Harold, BMI Canada Limited, Toronto; Mitchell, Wm., All-Canada Radio Facilities, Toronto; Mercer, Donald J., RCA Recorded Program Services, New York; Moran, Mary, MacLaren Advertising Co., Toronto; Miller, Geo., CHLO St. Thomas, Ont.; Mitchell, W. Clyde, CKCR Kitchener, Ont.; Mitchell, Jim, CKCR Kitchener, Ont.; Messner, A. J., CJOB Winnipeg, Man.; Moffat, Lloyd E., CKY Winnipeg, Man.; Metcalf, Fred, CJOY Guelph, Ont.; Moore, Lloyd, CFRB Toronto, Ont.; Miller, E. W., RCA Victor Co., Montreal; Midgley, C. E., CBS, New York; Malone, Thomas F., Adam J. Young Jr., New York; Macaulay, R. Cameron, Kingsway Film Equip., Toronto; Mulvihill, Paul, National Broadcast Sales, Toronto; Montagnes, Mr. and Mrs. James, BROADCASTING, Toronto; Madonna, N. R., Donald Cooke Inc., New York; McLeod, J. D., Penn. Penn McLeod & Assoc. Ltd., Vancouver; McKim, Don, All-Canada Radio Facilities' Ltd., Toronto; McCurdy, B. P., CJCH Halifax, N.S.; McQuarrie, Athol, Bureau of Broadcast Measurement, Toronto; McDermott, Andy, Horace N. Stovin & Co., Toronto; McGurk, Peter A., Weed & Co., New York; McCurdy, G. E., McCurdy Radio Industries; McLean, P. G., Canadian Pacific Comm., Montreal; McGill, J. J., Tuckett Tobacco Co. Ltd., Hamilton; McIntosh, Frank H., Kingsway Film Equip., Toronto; McLaughlin, Miss Dorothy, Donald Cooke Inc., New York; McGuire, R. E., National Programs Ltd., Toronto;

Neill, D. Malcolm, CFNB Fredericton, N.B.; Nelson, Blair, CFQC Saskatoon, Sask.; Novek, Ralph, Radio Advertising Serv. Inc.,; Napiere, Mark, J. Walter Thompson Co.; Nichol, A. F., BMI, New York; Newton, Mary W., Foster Advertising Agency, Toronto; Parker, Ralph H., CFPA Port Arthur, Ont.; Phenner, L. E., Bureau of Broadcast Measurement, Toronto; Potts, Lyman, CKOC Hamilton, Ont.; Piggott, E. J., Ontario Dist. for Presto Recording Corp., Toronto; Pichrem, Cliff O., CFCH North Bay, Ont.; Provost, Marcel, French Radio Associates, Montreal; Parent, Marguerite, CAB, Ottawa; Partridge, J. L., Can. Gen. Electric, Toronto;

Quinney, G. B., CJSH-FM Hamilton, Ont.; Roskin, Lewis R., CJDC Dawson Creek, B.C.; Reinhart, Robt. A., CFPL London, Ont.; Ritchie, S. C., CKLW Windsor, Ont.; Rae, Wm. Jr., CKNW New Westminster, B.C.; Rawlinson, E. A., CKBI Prince Albert, Sask.; Richardson, Herbert, Bank of Canada, Ottawa; Rogers, A. G. CJRW Summerside, P.E.I.; Rogers, Ellsworth, CFRB Toronto, Ont.; Rosenfeld, M., MacLaren Advertising Co.; Rice, G. R. A., CFRN, Edmonton, Ont.; Rutter, Andrew Jr., Quaker Oats Co.; Rogers, Lt. Col. K. S. and Mrs., CFCY Charlottetown, P.E.I.; Rooney, Leonard A., Raytheon Manufacturing Co., New York;

S-Y

Slayton, Alair, Harold F. Stanfield Ltd., Toronto; Stubbs, Leigh, CHUM Toronto, Ont.; Sifton, Clifford, All-Canada Radio Facilities, Toronto; Stovin, W. H., CJBQ Belleville, Ont.; Scully, Basil, CJIC Sault Ste. Marie; Sloan, Tom., British Broadcasting Corp., Toronto; Slaybaugh, C. C., Morse International Inc., New York; Slatter, Wallace, CJOY Guelph, Ont.; Stovin, Horace, Horace N. Stovin & Co., Toronto; Scott, E. L., CPR Communications Dept., Montreal; Sedgwick, Harry, CFRB Toronto, Ont.; Snelgrove, Ralph, CKBB Barrie, Ont.; Snelgrove, H. J., CKBB Barrie, Ont.; Speers, William A., CKRC Winnipeg, Man.; Smart, J. G., Canadian General Electric Co., Toronto; Slatter, Jack, Radio Representative Ltd., Toronto; Scott, Jim, Radio Representatives Ltd., Montreal; Schudt, Wm., CBS, New York; Smith, Arnold W., Federal Electric Mfg. Co., Montreal; Soble, Mr. and Mrs. Ken, CHML Hamilton; Sherwood, Alex, Standard Radio, New York; Stone, Robert, Sesac Inc., New York; Scarlett, C. Al, Russell T. Kelley Ltd., Toronto; Stanforth, Dr. Robert, UNESCO, Lake Success; Slatter, Wallace, CJOY Guelph;

Tait, Bob, All-Canada Radio Facilities Ltd., Toronto; Tierney, S. T., Canadian Bridge Co. Ltd., Toronto; Todd, Wm. E., William Wright Co., Montreal; Trowhill, Mr. and Mrs. Geo. T., Can. National Telegraphs, Toronto; Tapp, Jim, National Broadcast Sales, Montreal; Turrall, Jack, CKEY, Toronto; Wingrove, W. C., CKTB St. Catharines, Ont.; Westmoreland, L. A., CKOC Hamilton, Ont.; Wood, H. H., RCA Recorded Program Services, New York; Whitehouse, Jack, H. N. Stovin & Co., Winnipeg; Walker, H. S., RCA Recorded Program Services, Montreal; Weed, Joseph J. and Weed, Neal, Weed & Co., New York; Whitemore, R. D., Dept. of Nat. Health & Welfare, Ottawa; Ward, W. G., Canadian General Electric Co., Toronto; Wright, C. W., Wm. Wright, Toronto; White, John R., Can. National Telegraphs, Toronto; Williams, Hal. B., Dominion Broadcasting Co., Toronto; Yuill, Mr. and Mrs. J. H., CHAT Medicine Hat.; Young, Adam J. Jr., Adam J. Young Jr. Inc., New York; Young, George CBC, Toronto.

WSNY TRANSFER

Would End Long Dispute

TWO-YEAR old ownership dispute among principals in WSNY Schenectady, N. Y., moved toward final settlement last week as an application was filed for FCC approval to the acquisition of control by Winslow Leighton, president-treasurer. He would purchase minor interests held by George R. Nelson and William G. Avery.

Simultaneously FCC was asked to: Dismiss complaints filed against WSNY by Mr. Nelson and on which the Commission has scheduled hearing [BROADCASTING, May 9, 1949]; renew the station's license on a regular basis, and dismiss the application of Mr. Nelson's Public Service Broadcasting Corp. which seeks a new station there on WSNY's assignment, 250 w on 1240 kc.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS $10. or [2. ea]
Order C.O.D. today while supply lasts
CHAS. MICHELSON, Inc.
23 WEST 47th ST., N. Y. 19
PL 7-0695

Advertisement

From where I sit *by* Joe Marsh

"Curfew Shall Not Ring Tonight"

Our ten o'clock curfew lasted for over 50 years, but the town council finally voted it out. I dropped in at the meeting in Town Hall last week just in time to hear Smiley Roberts.

"The curfew is old-fashioned," says Smiley. "We ought to be grown-up enough by now to behave like grown-ups. Seeing to it that our kids get to bed is the responsibility of each family." Then Judge Cunningham adds, "Most of us are in bed when the curfew horn blows anyway. It wakes me up just when I'm getting to sleep!"

What the Judge said was good for a laugh, but Smiley just about summed up how folks think in this town. We believe that the democratic tradition of "live and let live" is the only *way to live.*

From where I sit, it's not the American way to regulate your life by a horn—any more than it's right to criticize *my* caring for a temperate glass of beer now and then. Think what you wish, say what you wish, but don't ask your neighbor to do exactly as you do!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

"VIC" DIEHM says:

Watch

Your

Profits

Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

Feature of the Week

ONE mention by Arthur Godfrey of a "little, inspirational magazine" has resulted in the publisher being swamped with mail and the probability that the single reference will bring from 60,000 to 70,000 more subscribers. This story of the overwhelming mail response that the non-sectarian magazine, *Guideposts*, received was revealed last week by Frank E. Mason, a Loudoun County, Va., publisher.

The story, according to Mr. Mason, was told originally by Lowell Thomas at a gathering in the Pawling, N. Y., home of Raymond Thornburg, publisher of *Guideposts* and brother-in-law of Mr. Thomas.

About 11:15 a.m. Friday, March 17, on the CBS *Chesterfield Hour*, Mr. Godfrey told how *Guideposts*, through personal experience stories of such famous persons as Eddie Rickenbacker, Gene Tunney, Kate Smith, Mary Pickford, Babe Ruth, Cardinal Spellman and Lowell Thomas had helped thousands of Americans to the paths of happiness through spiritual understanding.

Less than 24 hours after the Godfrey broadcast, Mr. Thomas related, the Pawling Post Office was swamped with a deluge of mail. Assisted by the 18 neighbors he had called in to open envelopes and enter subscriptions, Mr. Thornburg had tabulated 11,571 replies to the broadcast by nightfall.

The man whose influence has swamped Guideposts' *mail—Arthur Godfrey*

Wednesday's mail brought in 23,631 more letters and subscriptions and by the following Wednesday, nearly 56,905 replies had been received with the letters still pouring in.

On All Accounts

EVER SINCE he built his first crystal set at the age of 12, Ed Stodel has been in radio. In those days he had to call Hamburger's Department Store, Los Angeles, to request their going on the air.

There have been many changes since then, of course. The May Co. now stands where Hamburger's did; radio goes on the air with or without request; and Ed has given up crystal set making in favor of being owner-president of Stodel Adv. Co., Los Angeles.

ED

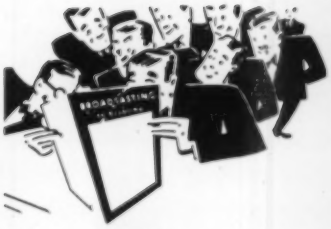
Heading towards its 15th birthday, Ed's agency, which is responsible for many West Coasters going around singing "Eastern Columbia, Broadway at Ninth," now carries approximately one-quarter million dollars of radio and television billing annually. Most outstanding user of radio is that department store which has replaced Hamburger's in his affection—Eastern-Columbia.

The Eastern department store was Ed's first client in 1935, and he continued as its agency when the firm merged with Columbia, with whom it shared a building, in 1939. The famous E-C radio jingle was developed by the agency in 1944 and has since been carried into store's television advertising [TELECASTING, March 20].

Currently spending approximately $1,200 per week on radio and about $600 weekly on television in Los Angeles, Eastern-Columbia has 20 basic spots weekly on the four Los Angeles network stations—KECA KFI KNX KHJ; six television spots weekly on KTLA (TV) KFI-TV KTTV (TV) plus two weekly participations on KFI-TV. Throughout the year basic schedules are supplemented with special radio and TV campaigns.

Other accounts serviced by the agency include Felix Chevrolet Los Angeles (dealers) currently sponsoring hour and one-half weekly *Sunday Matinee* on KFI-TV Los Angeles; National Silver Co. which plans to go into television again in the near future; and special radio and television campaigns on the West Coast for Warner Bros., for whom Ed handles West Coast advertising; and national campaigns for Republic Pictures. Agency recently established a record for the latter on the San Francisco premiere of its "Sands of Iwo Jima." Newsreel of the

(Continued on page 74)



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Sponsor

Agency

Station

SHOULD KNOW

. . . there's fingertip information on exactly how hundreds of national spot and network advertisers used radio and television in 1949.

It's all in the

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

NAB CONVENTION ISSUE

APRIL 17th

By subscribing TODAY, you'll get all the stuff that planning board sessions and leading time buyers consult all through the year—BROADCASTING's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries.

1350

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

By all means send me 52 weekly issues of BROADCASTING—and don't forget to include the big April 17 NAB CONVENTION ISSUE.

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

A Look at BMB

(Continued from page 28)

stations give us excellent visualization of what the figures mean. This is a good strong point in talking to non-radio personnel.

c. This truly monumental job appears to have been handled very well all along the line. I even think that its form, that is, looseleaf and adaptable to filing, is superior to the cumbersome book used the last time. It will be admittedly more difficult to discuss specific areas, compare stations within those areas, but I believe that difficulty is not enormous.

On the bad side:

The limited scope of approximately 650 stations subscribing and being surveyed is unfortuante, but I am glad to hear from BMB that provisions have been made so that we can get further information if desired on non-subscribing stations. Frankly, this agency has done whatever it could to push the BMB idea with local stations and other stations with which we do business. I can't say that we've been successful.

In many ways, it is rather disgraceful that the operating part of the radio industry has not seen fit to give BMB necessary support. Radio research has, by and large, been inadequate.

BMB provided an excellent opportunity for radio to answer these charges, and it would seem that the operating part (by that I mean the stations concerned) did not meet this challenge. Naturally, my sentiments are colored by the fact that in the major market of Baltimore, not one station is a subscriber.

Lewis F. Bonham, Director of Advertising and Sales Promotion of The Mennen Co. plans to use the new BMB station coverage maps extensively. He says: "We believe that the new BMB station coverage maps will enable us to better evaluate rate cards in a selective spot operation like ours."

Colgate - Palmolive - Peet Co. is represented on the ANA Radio & Television Steering Committee and subscribes to the ANA policy on BMB, according to **James C. Douglass, C-P-P radio coordinator.** ANA is participating in plans to form the new BAM [BROADCASTING, March 20].

Charles H. Pinkham, research director of Lydia E. Pinkham Medicine Co., Lynn, Mass., has not yet completed a study of the BMB Study No. 2, he told BROADCASTING, but is expected to give his views later. **A. H. Caperton, advertising manager of Dr. Pepper Co.,** said he had not yet had time to make a detailed report of the new figures. **Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co.,** explained the company has not examined the figures closely since it has not been using network radio time recently.

D. E. Robinson, member of the firm of **Price, Robinson & Frank,** Chicago agency, has not yet made a study of the figures. **John H. Kelly, executive vice president of Emerson Drug Co.,** Baltimore, said Emerson's advertising department is reviewing the BMB data in relation to its advertising and sales approach.

Frank Coulter Jr., manager of radio media, Young & Rubicam, New York, said the agency is reviewing the figures to ascertain their application to clients. **Patrick H. Gorham, advertising manager of Philip Morris & Co.,** New York, is analyzing the figures but has not yet arrived at definite conclusions. **H. S. Thompson, advertising manager of Miles Labs, Elkhart, Ind.,** is in the same position.

Mr. Albert S. Dempewolff, advertising manager of Celenese Corp. of America, spoke before the AAAA meeting last week (see separate story) on the second BMB study.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL.

COST STUDY

NAB Surveys Broadcasters

DATA is being gathered by the NAB for its second annual study of radio station operating costs, it was announced last week with the mailing of questionnaires to station owners and managers. Tabulations will be made and then analyzed by Richard P. Doherty, NAB's Employe - Employer Relations Dept. director.

All material collected from questionnaires will be sorted according to station types and sizes, gross incomes and geographical regions. Analysis is expected to offer managers comparative figures covering the entire industry. Replies covering total broadcast revenues and expenses will be kept confidential, NAB said.

This year's survey, NAB said, was initiated in response to enthusiastic comments from broadcasters who used the first annual survey made last year as a yardstick against which they measured their own operating costs. The 1948 study also was used by Mr. Doherty as basis of a cost-control session he conducted last fall at each of the 17 NAB district meetings.

FIRST Florida peacetime heroism medals given four National Guardsmen who rescued seven WIRA Ft. Pierce, Fla., staff members during hurricane last August.

SADOWSKI

Sees Subcommittee Life By First of May

REP. GEORGE SADOWSKI (D-Mich.) has no intention of permitting his House Interstate and Foreign Commerce radio subcommittee to founder this Congressional session and expects the group to reactivate itself about the end of April or beginning of May.

These opinions were given to BROADCASTING last week by Rep. Sadowski, who has chaired the subcommittee during this session of Congress and who has authored a radio bill of his own.

The Congressman also revealed that the so-called FCC "model bill" [BROADCASTING, March 6], containing substantial departures from the Senate-okayed McFarland Bill (S 1973) to reorganize FCC procedure, will be thrown into the House hopper. It will be sponsored by either himself or by Rep. Robert Crosser (D-Ohio), chairman of the House committee, the Michigan legislator said.

Introduction of the bill would be a formality, however, as subcommittee staff members already are preparing summary charts showing point by point how Sen. Ernest W. McFarland (D-Ariz.) and the FCC differ in their approach to the agency's functions.

Staff members meanwhile confirmed the report that the McFarland Bill and the FCC "model bill" probably will be given priority by subcommittee members when hearings get underway [CLOSED CIRCUIT, March 27]. Rep. Sadowski, however, believes his bill to set up an overall frequency allocations board (HR 6949) still may be considered. Other spokesmen close to the Congressional group agreed with the possibility, providing the time schedule permits. The pressing time matter also would apply to the new Sheppard Bill (HR 7310) which would require the licensing of networks.

Rep. Sadowski, who only now is beginning to shake off the effects of a serious illness which has kept him away from his Washington desk for several weeks, told BROADCASTING that he plans to resume leadership of the subcommittee providing Chairman Crosser, of the full committee, is in agreement. Rep. Crosser apparently wants the group to proceed as soon as possible with the pending radio legislation, consideration of which has been in abeyance for a good measure of this year.

Rep. Crosser told BROADCASTING last Wednesday that he has his sights on an early revival of the subcommittee and that his concern for Rep. Sadowski's health has been the main reason for the delay in setting a date for the hearings.

As yet, Rep. Sadowski said, he hasn't had time to scrutinize the possible effects of President Truman's new Communications Policy Board whose function coincides with the proposed board his bill would establish.

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 8,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

On All Accounts

(Continued from page 72)

premiere was filmed from 8-8:30 p.m. and an hour and one half later it was beamed on KPIX (TV) San Francisco.

Edward Charles Stodel was born in 1909 in Los Angeles. There he received his early schooling. In 1927 he launched simultaneously into a formal education at UCLA and an informal one at Los Angeles *Herald-Express* as a cub reporter. Two years later the applied education had won out over the theoretical one as the cub advanced to the higher glories of assistant motion picture editor, feature writer and interviewer.

When the newspaper became affiliated with KMTP (now KLAC) in 1928, Ed became the *Voice of the Herald-Express* doing a nightly newscast direct from the editorial rooms. He remained with the paper until 1931 during which time he wrote and acted on various shows.

Continues Free Lancing

Ed's next step upon leaving the paper was to join the Hollywood office of *Zitz Theatrical Weekly* where he remained two years. During this time he continued freelance radio writing and producing. Upon leaving there he continued his freelance work in addition to writing stories for national magazines in his spare time. At one time during this period he served an eight-month term with KFI as writer-producer.

On June 1, 1935, with the $75 he had saved during this time he opened an advertising agency. His staff consisted of one associate who was to act as salesman, and one secretary. The former association was short-lived when Ed found his would-be salesman deep in a copy of *How To Sell Advertising*.

Ed launched his first account, the Eastern Department Store into its first regular broadcast, a quarter-hour magazine format show, *Inside Stories of Hollywood* in that year. And since that first broadcast, which resulted in selling of 11 sewing machines amounting to approximately $500 in sales within the next day and one half, the store has been sold on radio.

In 1943 his agency suspended operations for three years while its owner-president served as combat correspondent with the U. S. Marine Corps. Ed chalked up a few honors there, too, by doing an eyewitness account of the first tank battle ever recorded over three major networks, ABC CBS NBC; and doing the first official broadcast on the first American-liberated island, Guam.

Discharged in 1945 on the East Coast, Ed spent several months in New York learning more about a new love that had come into his life—television. The following year he became temporarily affiliated with Hillman-Shane Agency in Los Angeles, and a short while later hung out the Stodel shutter there again.

Still enthusiastic about radio, Ed feels that television is inevitable. It is his contention, however, that daytime radio will continue to be the best buy for a long time.

The Stodels—she is the former Charlotte Levine—have two children, Jacqueline, 5, and Jeffrey Craig, 2. They make their home in Los Angeles.

Ed is presently State Athletic Chairman of the American Legion, past commander of the Los Angeles post of the Legion, and president of the Marine Corps News Assn., Los Angeles.

In the realm of hobbies he lists fishing, boating and history reading. He hasn't ridden on an animal of any sort since his last trip on a water buffalo one New Year's Eve in Guam.

CBC Bars Bingo

RADIO BINGO has been ruled off the Canadian air, effective May 1, by announcement of the Canadian Broadcasting Corp.'s board of governors at Ottawa. Hearings on the subject were held at both Toronto and Ottawa in February and March, with stations and service clubs showing how money was spent for charitable purposes, religious organizations and moving picture interests opposing bingo games on the air.

WHY ARE MADISON ADVERTISERS SWITCHING TO WISC?

Madison merchants, who are on the scene, can best evaluate a station's worth in producing SALES. And that's what WISC delivers . . . sales . . . NOT stories. Get the facts on the job WISC does locally—and draw your own conclusions!

WISC

Madison, Wisc. ABC 1000 watts

Member Arrowhead Network

Represented nationally by: RA-TEL Regionally by: BULMER-JOHNSON, Inc. Mpls.

WCAU PROMOTES

Thornburgh, Vanda, Pryor Elevated

PROMOTIONS in the top command at WCAU-AM-FM-TV Philadelphia were announced last week. Donald W. Thornburgh, president of the WCAU stations, was named a member of the board of directors of WCAU Inc., and two departmental heads were made vice presidents at the board's annual meeting on March 27.

Charles Vanda, director of television, was named vice president in charge of television, and Robert N. Pryor, director of promotion and publicity, was promoted to vice president in charge of that operation.

Mr. Thornburgh

All members of the board were re-elected and officers will continue in their respective capacities, the station said. Mr. Thornburgh assumed the presidency of WCAU on Aug. 1, 1949. He formerly was vice president of CBS in charge of its Western Division. Mr. Vanda, former executive producer for that same division, became TV director last January. He had joined the station's staff in September 1949.

Mr. Pryor

Mr. Vanda

Mr. Pryor has been public relations and promotion director at WCAU since November 1944. He has been identified with developing prize-winning programs, *Career Forum*, the "Crusade for Better Drinking Water," *It's Up to You*, the *U. of Pennsylvania Forum* and other public service programs, the station said.

WMOR REALIGNS

Kisau Heads New Board

BOARD of directors of WMOR (FM) Chicago resigned in a body last Monday at a stockholders meeting and was succeed by a new slate after several months of internal policy conflict. Donald F. Kisau, executive vice president of the Chicago Restaurant Assn., succeeds Bernard I. Miller as president. Mr. Miller also was station manager. No successor to that post had been named late last week.

Re-elected board members include Dario L. Toffenetti, Chicago and New York restaurant owner who resigned as board chairman two months ago; Ralph J. Wood Jr., former WMOR station manager, and Morris Alexander. New directors are Albert Vodicka, Edward Olin. Mr. Kisau and Meyer Field, the last of whom is not a stockholder. No board chairman was elected.

It is understood the new management is seriously considering installation and programming to FM receivers and speakers in Chicago-area manufacturing concerns, restaurants and shops. WMOR expects to retain its in-store broadcasting service during the day.

Mr. Miller and Chief Announcer Jack Pitman have organized B. I. Miller Co., radio-TV package firm. They have several properties.

FTC Testifies

SENATE Appropriations subcommittee that is holding hearings on the 1950-51 omnibus budget bill last week heard testimony by Federal Trade Commission officials. Acting Chairman Lowell B. Mason and Comr. James M. Mead testified along with FTC assistants. The FCC is scheduled to testify on its budget requests in mid-April, subcommittee spokesmen said. The House is scheduled to debate this week the budget recommendations of its appropriations group [BROADCASTING, March 27].

NEBRASKA U. MEET

Workshop Has Annual Session

FOURTEEN of Nebraska's 21 stations attended the sixth annual U. of Nebraska Radio Workshop which was held last month (March 17-18) on the campus, according to William C. Dempsey, the university's director of radio.

The two-day conference included panel discussions and a luncheon meeting at which Carl F. Borgmann, dean of faculties, presented the broadcasters with a plaque for their public service in cooperating with the university. Stations represented by panel speakers included KODY North Platte, KFAB and WOW-AM-TV, both Omaha; KGFW Kearney, KOLN, KLMS and KFOR all Lincoln; KWBE Beatrice.

RUSH

Preparing copy —auditioning dry runs for TV—split second timing—all along the line it's RUSH RUSH RUSH

Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put *you* over the top.

At your food dealer or drug store

or write to

Kevo and Kevetts E-3

Azusa, California

AAAA

(Continued from page 16)

time," Secretary Sawyer said, urging business to "regain some of that lost influence—so that business, as well as agriculture and labor, becomes a major concern of government and the public at large."

Business must tell the American people what it has achieved, he said, and with advertising is in the best position to "do the most effective work. I believe in more, not less, effective advertising." In turn advertising must have the help of educators, he insisted, and employes must be sold on the benefits they receive from business.

Mr. Peabody, as chairman of the Commerce Dept. committee, recalled that the great majority of economists now accept advertising as a valuable, if not essential, part of the distribution process. He said the industry stands higher in public esteem as well as in the minds of responsible government officials than was the case prior to the war and postwar activities of the Advertising Council.

The nation must be kept strong if the capitalistic system is to survive and if Russia is to be contained, he said, with advertising taking leadership in bringing about a healthy and expanding economy.

"Advertising played a major part in putting the people solidly behind total war," he said, and now must serve the country in three ways—selling more goods than ever before, developing public support for the nation's new foreign policy and showing Americans (and other peoples, as well) the contribution of business to their well-being and security.

Mr. Peabody reminded that Secretary Sawyer "is not a politician in business but a businessman in politics, a combination all too rare in recent years."

AT&T Names Bagnall

VERNON BAGNALL, assistant to Harry H. Carter, general commercial manager of the Long Lines Dept. of AT&T, will succeed to Mr. Carter's post May 1 upon the latter's retirement.

WREN
-ABC-
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lewis Hits Networks

EDITOR, BROADCASTING:

Can you take it, Mr. Mike???

Five years ago when we first opened the doors of the National Laugh Enterprises, we would have feared reprisals if we opened our mouths to shout criticisms of the networks. . . .

. . . But we have been still too long. Where else but in their laps does the blame belong—1. for not developing writers; 2. for not developing entertainers; 3. for not developing comedians and comedy writers. . . .

. . . It takes time to make comedians, and comedy writers. We have opened a FREE SCHOOL for comedians, we have developed a text-book for comedy writers (*Radio Comedy: HOW to Write It* by Henley), we have comedy forums, discussions at Gagwriter luncheons; and we publish a magazine, *Comedy World*, to show them through our TALENT SHOWCASE how wonderful our writers are.

BUT DO THEY DO ANYTHING??? NO, NO, NO, NO, NO!

. . . Every week they rise to speak at banquets saying they seek new writers of comedy, new comedians—every week they soothe themselves into this false security that they are trying their best. TELEVISION HAS MADE THE PUBLIC AWARE OF HOW BADLY UNPREPARED NETWORKS ARE TO ENTERTAIN—Maybe they should give the "Right To Entertain" back to the movies.

George Lewis
National Laugh Enterprises
New York

[EDITOR's NOTE: This, we assume, is no laughing matter. Or is it?]

* * *

BAB's Award Role

EDITOR, BROADCASTING:

. . . Your story ["All Ears Are to Sears," BROADCASTING, March 27] . . . made several references to the awards won by this Sears store [Burlington, Vt.] in the NRDGA advertising competition. The contest to which you refer is actually the NRDGA-BAB Annual Radio Competition. It was initiated by NAB three years ago and it is actually organized and conducted each year by this department of the association. We prepare the rules and regulations, solicit the entries, appoint the judges, do the actual physical screening of every entry, and submit the final contestants—about 20 in number—to the board of judges. We are, of course, present at the judging and have had no little influence on the results.

Finally, the awards are made at the NRDGA Convention each year by a member of our staff. In 1949 and 1950 I had the pleasure of performing this task.

Begun in 1946, this competition has attracted an increased number of contestants each year and we have had the satisfaction of adjusting the requirements until awards are now granted on the basis of performance in terms of results instead of merely being assigned to the sponsors of those programs which sound best on transcriptions. Thus, BAB has the distinction of cooperating in one of the few advertising competitions which is actually based on return for the advertising dollar . . .

Maurice B. Mitchell
Director
Broadcast Advertising Bureau
New York

WEAT SALE

Brewster Buys for $60,000

SALE of WEAT Lake Worth, Fla., was announced last week, subject to FCC approval. Warren H. Brewster, prominent New England broadcaster and stockholder in WLNH Laconia, N. H., will purchase the station for $60,000. Present owner is R. W. Rounsaville. Mr. Rounsaville has broadcast interests in Georgia and Tennessee.

Mr. Brewster will move to Florida and devote his entire time to the station if the transfer is approved. Blackburn-Hamilton Co. handled the transaction. WEAT, an NBC affiliate, is assigned 250 w fulltime on 1490 kc.

Michelson Sells

CHARLES R. MICHELSON Inc., New York, last week announced sale of three transcribed quarter-hour programs for spring sponsorship over eight stations by Blackstone Washing Machine Corp. and local dealers. The programs, *Blackstone, Magic Detective, The Phil Brito Show* and *Smilin' Ed McConnell*, will be heard over KFJI Klamath Falls, Ore.; WFOM Marietta, Ga.; KGYN Guymon, Okla.; WIHL Hammond, La.; WTBC Tuscaloosa, Ala.; KTTS Springfield, Mo.; WRNO Orangeburg, S. C., and WGRA Cairo, Ga.

50,000 WATTS at 800 kc.

A Greater Voice • A Greater Value!

THE DETROIT AREA'S
Better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 States

•

Adam J. Young, Jr., Inc., National Rep.

CKLW Mutual Broadcasting System

Guardian Building, Detroit 26, Michigan
J. E. Campeau, President

Richards

(Continued from page 18)

broadcast anything that was untrue.

After identifying 243 news scripts he broadcast at KMPC, William Kenneally, now news editor of KFMV Hollywood, admitted he could not pick out one in which there was false or deceiving information, where any big news event was omitted or where any racial prejudice was shown.

Mr. Kenneally agreed that a story about Mrs. Roosevelt in one of the scripts "possibly" was commendatory and that another gave "pretty fair and impartial treatment" to the Israeli side in a story about the Palestine situation.

When Mr. Kenneally was called for re-direct examination by FCC Counsel Ford, the newscaster identified a script about a Presidential address. After a comparatively brief mention of the speech, three pages of the newscript were devoted to critical comment by Republican Congressmen, and a "rebuttal" speech by Sen. Taft (R.-Ohio) was quoted in length.

Saw Nothing 'False'

This, Mr. Kenneally said, was an example of how he followed "general instructions" relative to content of KMPC newscasts.

Under cross-examination, Mr. Kenneally admitted there was nothing "false or deceptive" in the script. He said, however, that he didn't think the script "fair or objective" inasmuch as it contained no favorable comment on the President's speech. It was, in his opinion, a "biased presentation." KMPC had carried a broadcast of the President's speech and had rebroadcast it several times during the day, he conceded under questioning by Mr. Fulton.

Other examples of adherence to "general instructions" as cited by Mr. Kenneally were: Emphasis on Gen. Douglas MacArthur's birthday; inclusion of a "station plug" concerning a speech by Harold Stassen which KMPC was to broadcast an hour later; "headline" mention of charges of grain speculation by top officials in the Democratic administration; and mention of the arrest of Charles Chaplin's son for intoxication because he had been told that "Chaplin is not liked by Richards and to govern myself accordingly."

Staff meetings at which Mr. Richards expounded his personal views were described by Chester (Tiny) G. Renier, former program director of KMPC, now manager of the Pasadena Institute of Radio.

"I do not doubt but that the news broadcasters got the impression that Richards' words were to be regarded as instructions," Mr. Renier said.

"Mr. Richards frequently said that he would 'like to see his views given prominence in the news.'"

When Examiner Johnson asked if FCC rules were pointed out to Mr. Richards at these speech-making meetings, the witness replied:

"Yes, but I'm afraid he didn't give the rules much consideration. He respected the rules, but he always said it was his station and he was going to run it the way he wanted to."

Mr. Renier testified that he resigned at one time because continued telephone calls from Mr. Richards were "getting beyond my endurance." General Manager Robert O. Reynolds promised he would attempt to cut them down, Mr. Renier said.

Mr. Richards gave anti-Democratic, anti-administration and anti-Jewish lectures at staff meetings, according to Mr. Renier, and constantly coupled Jews with Communists.

Hiring Difficult

Mr. Renier testified that Mr. Richards told him he had difficulty hiring people who would carry out his instructions. Later in his testimony Mr. Renier declared "a good news man wouldn't follow them out."

Mr. Renier testified that as program director of KMPC, he frequently interviewed prospects for positions. He said he had never been instructed what racial type not to hire, but that "I had long since gained from Mr. Richards' views that a person of Jewish faith would be looked upon with disfavor. When I hired anyone, the front office would always ask, 'Are you sure that's his real name?'"

At one time, Mr. Renier testified, Mr. Richards saw someone of Jewish appearance in the halls of KMPC and "demanded to know what a Jew was doing in his station and ordered that I should throw him out."

"Naturally I did not," Mr. Renier said.

Censored Stories

Under cross-examination, Mr. Renier testified he had some difficulty with William Pennell, "an outside newscaster" on the station, "over the inclusion of stories in a newscast that had not come over the wires." He testified that he censored these stories from newscasts when they dealt with labor topics or when they expressed Mr. Pennell's personal opinions.

Robert P. Anderson, now production supervisor of Don Lee Television, testified that during a two-week period while Norman Nesbitt was on vacation, he took over on the Broadway Department Store newscasts on KMPC and was instructed by Robert Horn, then in the KMPC news department, about station policy.

He said instructions which he received but didn't follow included: No mention of Robert W. Kenny, then candidate for Democratic gubernatorial nomination; no unfavorable mention of Ku Klux Klan, and reference to Henry Wallace as "the pig sticker."

Mr. Renier, to questions from defense counsel, said Mr. Richards was irked about "twisting the facts" in a newscast. "I will not have any more of this," he said Mr. Richard told him when he was "called on the carpet."

Under re-direct examination, Mr. Renier identified a KMPC program report for 1947 which listed broadcasts made in honor of various prominent personalities on their birthdays. Among those were Gen. Douglas MacArthur, Thomas E. Dewey, Paul Whiteman, Girl Scouts and Mr. Richards himself. There were others, Mr. Renier said, because "Mr. Richards always wanted to celebrate birthdays of prominent Americans."

"Was there a birthday program for President Truman?" FCC chief counsel asked. Mr. Renier replied: "I can't remember that there was."

Urged Own Judgment

Mr. Reiner testified he instructed newly-hired newscasters and announcers to put on well-balanced, well-rounded newscasts, but briefed them on differences between those instructions and Mr. Richards' views. He also told newscasters and announcers to use their own good judgment in presenting news, when nobody was at the station in authority to check on items or editorials that Mr. Richards might order used.

Charles Teas, commercial manager of KOB Albuquerque and one-time newscaster of KMPC, testified Tuesday that besides being told repeatedly what stories to include in newscasts he sometimes was coached over the telephone on voice inflections by Mr. Richards.

He testified that, under Mr. Richards' instructions, he read newspaper editorials on newscasts without labeling them as such. He said he also used news items from the daily newspapers. When he protested to other station executives about Mr. Richards' orders, he said, they sometimes told him to "forget it" except when the station owner was particularly insistent.

"General feeling was either to carry out Richards' orders or be fired. After all, he was the boss," Mr. Teas said.

Cross-examined by Mr. Fulton, Mr. Teas could not recal having received any complaints from sponsors of newscasts he handled. He

WWL MILESTONE

Drama Show Marks 8th Year

DRAMATIC show, *Road to Yesterday*, Tuesday at 8:30 p.m. over WWL New Orleans, celebrated its eighth year on the Loyola U. station March 21.

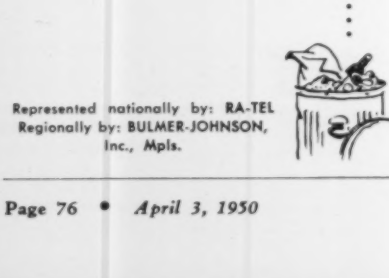
Produced by Mel Washburn since its inception, the show dramatizes lives of men and women who have figured prominently in the history of New Orleans and the South. In writing, directing and producing the show, Mr. Washburn is given a free hand by the sponsor, American Brewing Co. (Regal beer).

* * *

Staff Organist Ray McNamara (l), whose improvised mood music backgrounds WWL's Road to Yesterday, *goes over the script with Mr. Washburn (center) and Don Lewis, who does the narration for the show.*

* * *

Citing the program's durability, WWL officials point out that it has consistently competed with top network shows throughout the eight years. The last fall and winter Hooper report gave the show a rating of 15.6, officials said. The sponsor has just renewed its contract for another year, it was reported.



DULUTH advertisers

GO FOR FACTS NOT FANCY!

Hard-headed, sales-minded local advertisers in Duluth turn to WEBC . . . where all-out promotion and merchandising backs every advertiser. Yes . . . SALES . . . not stories . . . count with Duluth advertisers!

WEBC

5000 watts—NBC

Duluth, Minn.

Member Arrowhead Network

Represented nationally by: RA-TEL
Regionally by: BULMER-JOHNSON, Inc., Mpls.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA INC
366 Madison Avenue New York
Murray Hill 2 8755

also said he couldn't remember broadcasting anything that was "false or deceptive."

Although Mr. Richards expounded his personal views at length during station staff meetings, Mr. Teas said, he did not regard such expressions necessarily as "instructions."

Just before he was discharged from KMPC, he said, he "kiddingly" remarked to other newscasters that, because of the station's news policy, he "expected Communists to throw a bomb through the window."

Walter S. Arnold and Jack Slatterly, former KMPC newscasters, testified they were ordered by Mr. Richards to use anti-administration newspaper items and editorials on news broadcasts. Mr. Arnold testified, however, that editorials he broadcast were labeled as such.

Vance Graham, former KMPC news editor and later newscaster, testified in support of earlier charges that Mr. Richards gave definite instructions to emphasize unfavorable news concerning the Roosevelt family, Henry Wallace, and the administration and to insert editorial opinion as well as news items from newspapers in newscasts.

Picked Out Stories

"Mr. Richards told me to pick out certain stories to use in broadcasts," he testified. "I generally tried to carry out instructions."

He said Mr. Richards suggested a "technique" of linking items together to get certain implications. He admitted taking clippings from newspapers for this purpose on newscasts.

Mr. Graham, now a freelance disc m.c., testified that he believed Mr. Richards was "very sincere in his convictions" that there was a Communist threat to this country. He said Mr. Richards, in his opinion, was "very anxious to make people aware of the Communist threat."

"Newscasters at the station whom Richards considered were too much to the left soon found themselves in the dog house," Mr. Graham said.

He said that when Henry Wallace was employed by a pin manufacturing company he reported the event as follows under Mr. Richards' instructions:

"Henry Wallace became the pinhead executive of a pin factory."

Like earlier witnesses, Mr. Graham said the KMPC owner suggested that intoxication be implied in newscasts concerning a traffic accident involving Mrs. Eleanor Roosevelt. Examiner Johnson interrupted:

"Did he [Mr. Richards] cite any basis, any news story or article to justify this implication or were you just supposed to make it up out of your heads?"

"We were just supposed to make it up," the witness replied.

Under cross-examination Mr. Graham said he did not follow the purported instructions in this case but that he tried to carry out Mr. Richards' orders most of the time.

Mr. Graham said he was fired from KMPC for not cooperating with instructions handed down by Mr. Richards.

He said he was a founder and first vice president of the Radio News Club of Hollywood, which filed the original complaints against Mr. Richards with FCC. But he said he did not take part in lodging the charges.

"Be-bop" music drew attention during Wednesday testimony by Harry Patterson, commercial manager of KFVD Los Angeles and one-time announcer-newscaster of KMPC. He said Mr. Richards once ordered him not to play be-bop.

"Mr. Richards said be-bop had a Communistic influence because of its nerve-wracking quality," he testified.

Defense counsel interrupted: "Is be-bop music an issue here, and do we have to play be-bop in order to have our license renewed?"

"Mr. Ford said he developed the testimony because Mr. Richards considered be-bop Communistic, "and the issue is that Mr. Richards considered anything Communistic with which he disagreed."

Examiner Johnson sustained Mr. Fulton's motion to strike the testimony after the witness gave a negative answer to his question: "You didn't play be-bop on newscasts, did you?"

Under cross-examination Mr. Patterson identified two letters he wrote to KMPC expressing "highest regard" for the station and its management and telling Mr. Richards that "your pep talks have done all of us a lot of good."

One of the letters, Mr. Patterson said, was written at the suggestion of Clair Stout, a Washington attorney for KMPC, after complaints had been filed against the station.

David Anderson, who worked at KMPC for 13 weeks in 1947, said he "did pretty much as I liked" because his newscast was sponsored, but that the atmosphere in the KMPC newsroom was the "most morally depressing" he had encountered in 10 years of radio work.

Roberts Relayed Orders

He said "orders" came through Clete Roberts, one of FCC's star witnesses, who was then KMPC public affairs director, and "others over whom Richards had more direct control."

Mr. Fulton subsequently drew an admission from Mr. Anderson that he was discharged because his sponsor was not satisfied with his work.

Archibald W. Hall, mortgage investment broker and former news editor of KMPC, testified he "left the station" a day or two after Mr. Richards had with profanity called him a "Roosevelt lover." Mr. Richards' ire was originally aroused, he said, because he altered remarks which the station owner had ordered used before and after a broadcast by President Roosevelt.

Cross-examined by Mr. Fulton, he said he considered working under Mr. Richards to be good experience and a privilege.

AIDS RICHARDS
Bridges Hits FCC Hearing

SENATORIAL defense was given G. A. Richards, owner, KMPC Los Angeles, WGAR Cleveland and WJR Detroit, in the upper chamber of Congress last Thursday by Sen. H. Styles Bridges (R-N.H.). The FCC currently is hearing charges of alleged news slanting against Mr. Richards.

Sen. Bridges, sharply criticizing FCC for holding the Los Angeles hearing, formally requested the Senate Interstate and Foreign Commerce Committee to investigate whether the agency is usurping its powers.

FCC, the Senator said, would abuse its authority if "in granting or withholding a license to operate a radio station" it "were motivated by partisan considerations."

In reviewing the allegation that James Roosevelt, candidate for governor of California, supported the complaint against Mr. Richards, he said: "It would be outrageously un-American if any radio station were denied an extensoin of its license merely because the management of that station did not subscribe to the political opinions of the present Administration."

While the charge lodged against Mr. Richards is serious, Sen. Bridges observed "that much of the distortion in news reports that go out over the radio has been in favor of the Administration." He asked the Senate Interstate committee also to explore whether Mr. Richards "is being singled out while other station operators are given complete freedom to support the party line of the Administration in violation of the Communications Act."

Sen. Bridges continued: "The power to regulate can be distorted easily to become the power to censor." He added, "the Commission must be supported in any attempt to carry out the communications regulations which bar the use of radio news broadcasts as a propaganda medium." But, he concluded, the Commission must not "become an instrument of thought control seeking to put out of the communications business any individual because of his personal views and expressions."

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

The stars of today and tomorrow are

Yours for more Sales
... with the *new era* in
Thesaurus
Ray McKinley and his Orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Atlanta Merger

(Continued from page 20)

000 shares are to be issued to the 28 Journal Co. stockholders and the remainder will be retained as treasury stock for preferred conversion.

All of the preferred convertible stock will be issued to the some 240 stockholders in the Constitution Pub. Co., the latter receiving 1.8 shares preferred in the new firm for each share common they now hold. The preferred stock is convertible at any time desired by its holder and may be redeemed by the company on due notice after the first two years. No preferred can be resold until the whole issue has been redeemed.

Must Liquidate Debts

The $4,000,000 common issue in the new firm will capitalize the $2,184,000 in debts to affiliates of the *Journal*, $312,500 call value of preferred and $1,503,500 surplus of the *Journal*. The Journal Co. is required prior to the merger to liquidate its debts to affiliates with common stock and to redeem or replace all preferred stock with common.

The Evening News Pub. Co., Dayton, 31.8% owner of WHIO there, holds 18.07% preferred in the Journal Co., 89% of the Miami Daily News Inc. and 48% of Springfield Newspapers Inc., Springfield, Ohio. All are Cox interests. The Miami Daily News Inc., 100% owner of WIOD, holds 10.25% preferred in the Journal Co. Springfield Newspapers holds 30.47% in the Journal Co., 37% of WHIO and 11% of Miami Daily News Inc.

Here is the principal ownership of the new merger firm and its officers. Common stockholders are now identified with ownership or operation of the Journal Co. while the convertible-preferred holders are identified with the Constitution Pub. Co.

Principal stockholders of the proposed Atlanta Newspapers Inc. are: Miami Daily News Inc., 41,243.3 sh common; Springfield Newspapers Inc., 53,802.5 sh common; Evening News Pub. Co., 22,828.7 sh common; James M. Cox Sr., board chairman of Journal Co., chairman of the board, 7,848 sh common; James M. Cox Jr., director, as trustee for Margaretta Blair Cox of Dayton (47,086 sh common), Anne Cox Johnson of Atlanta (52,972 sh common), Barbara Cox Kennedy of Honolulu (52,972 sh common); Clark Howell, president of Constitution Pub. Co., vice chairman of the board, 76,392 sh preferred; George C. Biggers, president of Journal Co., president, 7,848 sh common.

D. J. Mahoney, vice president of Journal Co. and president of WIOD, vice president, 23,543 sh common (trustee for Michael and Dan Mahoney Jr. of Miami); Horace Powell, business manager and director Journal Co., vice president, 3,924 sh common; H. B. Wilcox, secretary-treasurer of Journal Co., secretary-treasurer, 1,177 sh common; John Paschall, Journal editor emeritus and director, director, 785 sh common; Wright Bryan, Journal editor and director, editor and director, 1,962 sh common.

J. Leonard Reinsch, managing director of Cox radio properties, radio director and director; R. K. Landis, trustee for James M. Cox Jr., 58,858 sh common; John Q. Allen, Buford, Ga., 5,400 sh preferred; Fulton National Bank and Henry W. Grady, trustees, 6,012 sh preferred; Mrs. Margaret Carr Howell, 10,512 sh preferred; Mrs. Eleanor H. Robinson, 23,868 sh preferred.

James M. Cox Sr. also is president and personally holds 40.96% interest in the Evening News Pub. Co. and 52% of Springfield Newspapers. In addition he is president of the Miami *Daily News* and board chairman of WIOD. James Jr. is vice chairman of the Journal Co. and president of WHIO in which he personally holds 31.06% interest. He also is WIOD vice president. The WHIO operation includes WHIO-TV and WHIO-FM. WIOD is television applicant in Miami.

Food Industry Plans

Fort Industry Co., which has extensive AM-FM-TV holdings, told the Commission it was interested in acquiring the WCON plant and its 550 kc facilities since WAGA's 590 kc assignment is subject to high limitation from Cuban stations. WAGA has been objecting to the alleged Cuban interference for some time. WAGA based its $237,500 offer for WCON on reported $339,649 original cost for WCON, which began operations in 1947.

Fort Industry is owned 71.6% by George B. Storer, president; 10.87% by J. Harold Ryan, senior vice president and treasurer, and 13.75% by Frances Storer Ryan. In addition to WAGA, it operates WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va., WLOK-AM-FM Lima, Ohio, WGBS-AM-FM Miami and WJBK-AM-FM-TV Detroit.

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SHOWS THAT SELL + X* = $
*X is the NEW Associated Program Merchandising Service
Associated program service
151 WEST 46th ST.
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EXPLAIN U. S.

Jackson Urges Ad Drive

A PLAN for the American people to explain their way of life to the nations of Western Europe through local paid advertising was advanced last Tuesday by Charles W. Jackson, government liaison with the advertising industry. At a meeting of the Advertising Club of Washington, Mr. Jackson advocated the mustering of our forces behind an advertising program, using radio and all other channels of information, to help correct the misconceptions of America which exist in the minds of many Europeans.

The project, which he feels should be paid for by the people of the U. S. through contributions, would be an all-out effort by "the people" to sell the cause of peace and freedom. Pointing up the vital role such a program could play, Mr. Jackson said:

"Advertising can give a true and dramatic picture of America and our aims. It will not be limited as is news and entertainment. . . . Advertising . . . can make a direct attack. It will be frankly and honestly an effort to promote understanding. It can be done dramatically again and again and again."

He said such a project could be directed by one of the existing foundations or a new one established to coordinate all efforts "just as they are in a successful selling campaign."

SOUND proofed open-door phone booth used as broadcast studio in offices of *Sharon Herald*, Sharon, Pa., by WPIC that city.

WHOL CASE

FCC Argues in Court

FCC TOLD the U. S. Court of Appeals for the District of Columbia last week that it is following the court's mandate in the Easton-Allentown (Pa.) case.

The contention was made in an opposition to two rival applicants' petitions for writs of mandamus claiming the Commission was failing to comply with the court's opinion and asking that it be compelled to decide the case without resorting to the further hearing which FCC already has called [BROADCASTING, March 20, 27].

Both Allentown Broadcasting Co. (WHOL Allentown), winner of the FCC decision which the court remanded, and Easton Publishing Co., winner of the appeal, have contended that the court meant for FCC to decide the case on the basis of the present record.

FCC replied that there have been substantial changes in the stock ownership of each company since the FCC hearing in 1947, and that a further hearing is necessary to determine the qualifications of the new owners in each case. Further, FCC claimed, the original hearing record does not contain "sufficient evidence on the program service of other stations presently serving the area."

Cites Communications Act

Additionally, FCC argued, the legislative history of the Communications Act and appropriate court decisions "make clear" that FCC, while required to follow the court's decisions, is otherwise free to follow whatever reasonable procedure it decides upon in order to make grants in the public interest.

FCC cited the Supreme Court's decision in the "Pottsville case" as holding that the lower court "may not, by mandamus or other process, require the Commission to carry out the judgment of the court on the basis of the original record before the Commission, where the Commission determines that due to changed circumstances the public interest will not be served by adopting any such procedure."

The case involves competing applications for 1230 kc with 250 w. WHOL is being operated by Allentown Broadcasting Co. under FCC's original decision, set aside by FCC pending further hearing with provision WHOL may continue on the air in the meantime.

1950 **April 3** 1950

Call Frazier & Peter re: Appraisal of Our Share in Market's Potential

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

RAY REEVE MISSING

Search On for TN Staffer

THE FBI, local and state police have joined in a search for Ray Reeve, missing sports director of the Tobacco Network, according to spokesmen of that network, which serves 50 stations in the Carolinas, Georgia and Virginia. Possibility of foul play or amnesia is feared by TN officials, who stated that Mr. Reeve was last seen on March 16 at Fayetteville, N. C., during a business trip through the South Atlantic area. At the time he was travelling in his 1946 tudor sedan.

Mr. Reeve

The Tobacco Network requests that any information on Mr. Reeve be forwarded collect by phone or wire to the network at WRAL Raleigh, N. C., telephone 6411. Mr. Reeve is described as 5' 10" in height, 210 pounds, and bald. He had just completed his convalescence from a serious operation last year.

Philco's 1949 Report

PHILCO Corp. reports total sales of $214,884,000 last year, a decline of some $60,540,000 as compared to 1948, according to the latest release to stockholders. In earnings, the firm reports declaration of $3.17 per share of common stock outstanding in 1949 as compared to $6.32 per share in 1948. Also announced was a forecast that Philco will soon have capacity for the production of 25,000 TV receivers a week. The firm noted a substantial decline in radio and radio-phonograph volume in the early months of last year which was counteracted by a marked improvement in the fall.

WBBM Chicago is again feeding *Music for You*, variety show, to CBS Sunday, 1-1:30 p.m. (CST).

Production

BILL HALL appointed program director of WORD and WDXY (FM) Spartanburg, S. C. He formerly was with WDUK Durham, N. C. He succeeds **AL WILLIS**, named director of news, special events and promotion. **RALEIGH POWELL**, formerly with WRHI Rock Hill, S. C., becomes morning man for stations.

IRVING ZEIDMAN, disc jockey and singer for KNOE Monroe, La., named program director. He will continue with his present shows.

FRANK (Bud) PALMER promoted from WGN-TV Chicago facilities staff to director's post. He is directing *Art Jarrett Show*, *Chicago Cooks With Barbara Barkley*, *Stop the Record* and *Sportsmen's Corner*.

GUY BATES POST currently heard four times weekly on *Guy Bates Post* program on KFAC Los Angeles, starts program four times weekly on KFOX Long Beach, Calif.

J. R. MYERS, television controller for NBC, appointed assistant to the director of television operations of network. He has been with NBC since 1936 and will continue as controller until successor is named.

HARLAN THOMPSON, producer of CBS-TV *Ed Wynn Show*, named production supervisor for CBS Hollywood television.

LANSING LINDQUIST, independent producer in Washington and New York and lecturer in radio and television at American U., Washington, named to moderate university's *District Viewpoint* show, aired 8:30 p. m. Tuesday by WMAL-TV Washington and WMAR-TV Baltimore, effective tomorrow (April 4).

SEARLE LEVY, 18-year-old high school senior, joins WTXL West Springfield, Mass., as disc jockey and newscaster.

SPECS MUNZELL, formerly with WCSC and WTMA Charleston, S. C., WLAP Lexington, Ky., and WLOS Asheville, N. C., joins announcing staff at WIS Columbia, S. C. **KAY COLLINS**, formerly with KOA Denver, KFWB Los Angeles, KCFL Chicago, WMRC and WFBC both Greenville, S. C., joins WIS continuity staff.

DANNY DARE, film and theatrical director, joins NBC-TV, New York as producer.

BILL BURKE, graduate of school of journalism at U. of Iowa, Iowa City, joins KOIL Omaha, Neb.

BILL ELLIS, new to radio, joins WCSC Charleston, S. C., as copywriter.

LeROY BANNERMAN, formerly director of continuity for WKYW Louisville, and writer-producer for WNAO Raleigh, N. C., joins WUOA (FM) U. of Alabama, Tuscaloosa, non-commercial outlet as script editor.

JEAN ATHERTON and **MARY O'CONNOR** join KLAC-TV Hollywood production staff

WORTH JOHNSON, graduate of school of journalism at U. of Iowa, Iowa City, joins staff of KWPC Muscatine, Iowa.

MARVIN SMITH, formerly staff announcer at WKBS Oyster Bay, N. Y., named chief announcer and director of educational programming for station. **ROBERT TRONER**, formerly chief announcer at WHTN Huntington, W. Va., joins station as staff announcer. **NATALIE VIRGINIA MURPHY**, formerly music director at WVNJ Newark, N. J., named director of special programming for WKBS. **ALLAN MARTIN**, formerly chief announcer at WKBS, promoted to traffic and continuity director.

NED SKAFF, formerly with WKOY Bluefield, W. Va., joins announcing staff of WCHS Charleston, W. Va.

NELSON M. GRIGGS appointed chief announcer for WASH (FM) Washington and Continental FM Network.

MAYOR MOORE appointed to television production staff of Canadian Broadcasting Corp., Toronto, effective Sept. 1. He is currently in New York with United Nations radio division. He has been with CBC on and off since 1941 in various production capacities.

DAVE GARROWAY, NBC AM-TV star, expands his morning radio schedule with half-hour, five-a-week variety show starting today (April 3), 9:30 to 10 a.m. CST, from Chicago. Talent will include stars of the network's *Next, Dave Garroway* show. **CHARLIE ANDREWS**, co-scripter with Mr. Garroway on his radio and TV shows, joins talent lineup. **PARKER GIBBS** is director.

TOM HABIB, graduate of school of journalism at U. of Iowa, Iowa City, joins staff of KROS Clinton, Iowa.

DICK KEPLINGER, Seattle freelance announcer and commentator, awarded statuette by Cub Scouts for aiding them in their 1949 Clamorama.

WES HARRIS, producer-writer at WGAY Silver Spring, Md., and Sherry Sherwood, television vocalist, have announced their marriage.

DON HIX starts half-hour weekly television version of *The Old Skipper*, radio program formerly on Eastern stations, on KECA-TV Hollywood. Monarch Television Corp., Los Angeles, is sponsor.

WILLIAM STRAUSS, WQXR New York announcer, is the father of a boy.

STAN CHAMBERS, of KTLA (TV) Hollywood, is the father of a boy.

PARK IS ELECTED

Heads Indiana State Assn.

DANIEL C. PARK, commercial manager of WIRE Indianapolis, is the new president of the Indiana State Broadcasters' Assn. Other officers are Martin Leich, WGBF Evansville, AM vice president; Ted Vernasco, WFML (FM) Washington, FM vice president; George Higgins, WISH Indianapolis, secretary-treasurer; Carl Candagrift, WOWO Ft. Wayne, assistant secretary, and E. R. Herkner, WIMS Michigan City, assistant treasurer.

Mr. Park

Board members include Harry Bitner Jr., WFBM Indianapolis; O. E. Richardson, WASK Lafayette; Donald Burton, WLBC Muncie; G. F. Albright, WCBV Richmond and Mr. Higgins.

WAVE WON'T SETTLE IN REDWINE (Ky.)!

Chilled, warmed or room temperature, the people of Redwine (Ky.) can't pull our cork, pore things. . . . Why, we'd be plumb musty before we arrived. . . .

Instead, we concentrate on the Louisville Trading Area—a fabulous territory fairly bubbling with money. For instance, people here invest $1139 more per family than neighbors in the more watered down portions of our State.

So we get all the effect we can from *this* potent market. For proof, let us send you the facts on the eatin' and drinkin' folks around Louisville!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.

National Representatives

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH

FULL TIME

1400 KC • 250 W

NORWICH

JOHN DEME
PRES. & GEN. MGR.

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR.

*You'd be surprised at our coverage in New London.

Technical

HARRY MILHOLLAND, chief of Teletranscription engineering department at WABD (TV) New York, named technical operations engineer. He replaces HENRY FRASER who is on leave of absence. Mr. Milholland will also continue as Teletranscription chief, and ERIC HURD will assume fulltime duties as assistant technical operations engineer. MILLARD DICKERSON named supervising engineer for WABD.

HARRY DENNIS, formerly withWJW Cleveland, joins engineering staff of WERE that city. He will specialize in baseball broadcasts of both home and away games.

ORION ARNOLD, of WBKB (TV) Chicago transmitting staff, is the father of a boy, Craig Arnold, born March 15. ELMER C. UPTON Jr., engineer, is the father of a boy, Jeffrey Charles, born March 17. WADE PARMELEE, WBKB cameraman, is father of a boy, Michael Wade, born March 16.

RCA, Camden, N. J., announces improved stabilizing amplifier, Type TA-5C, designed to correct faults which may be introduced in video signals during transmission from camera to input of transmitter.

SYLVANIA ELECTRIC Prod., New York, TV picture tube division, announces new 19-inch metal picture tube, 19AP4, which provides image measuring 11¾ x 15¾ inches.

Quad-Cities
Rock Island, Moline, E. Moline, Ill.
Davenport, Ia.

OVER 230,000 POPULATION

Largest population market in Illinois and Iowa, outside Chicago.
Family income tops $5,650 per year.
Farm machinery manufacturing center of the nation.

WHBF
AM FM TV
5000 Watts
Basic ABC
National Representatives... Avery Knodel, Inc.

WTMJ DROPS FM
Pioneer Outlet Quits, WSAU-FM Also Out

FIRST FM station west of the Alleghenies—WTMJ-FM Milwaukee—emitted its last signal yesterday (Sunday) after a 10-year career. Expiring with it was the *Milwaukee Journal's* sister station, WSAU-FM Wausau, Wis.

Walter J. Damm, vice president of the Journal Co., operating the stations, officially notified the FCC of their demise in a letter mailed last week. He cited lack of sufficient receiving sets as the principal cause, explaining that FM has not lived up to its "bright promise of 10 years ago."

Thus far this year 25 FM authorizations have been deleted, with a total of 210 deleted in 1949. Some 700 FM stations remain on the air.

Mr. Damm has been one of FM's most enthusiastic boosters. He was president of FM Broadcasters Inc. when that association was formed in the early '40s and was a director of the successor FM Assn. which last autumn was merged into NAB.

The stations have been "permanently shut down," Mr. Damm stated in his notice to the FCC.

In closing the stations, Mr. Damm explained that neither WTMJ-FM nor WSAU-FM had sold time. Failure of the public to buy the anticipated number of FM receivers convinced the owners that continued operation would not be "a worthwhile undertaking."

WTMJ-FM was founded originally in the 50 mc band with 50 kw power, moving to its present assignment, 93.2 mc, after the war when the FCC discontinued the low frequencies.

Mr. Damm's Statement

Text of Mr. Damm's statement to the FCC follows:

This is to inform you that the Journal Co. has decided to discontinue the operation of its two FM broadcasting stations, WTMJ-FM in Milwaukee, and WSAU-FM in Wausau, Wis.

As your records will show, this company became interested in FM soon after the new form of broadcasting was developed and our Milwaukee station (then W9XAO) was the first FM station west of the Alleghenies when it went on the air in February 1940. We had high hopes for FM as evidenced by our heavy investment in two 50 kw transmitting plants, the first on the old low band and the second on the present high band, which investment was made to bring FM service to the southeastern part of Wisconsin. In 1948 we added a 10 kw plant at Wausau to serve the northcentral part of the state.

Much to our regret FM has not lived up to the bright promise of 10 years ago. The radio listeners in Wisconsin have not seen fit to invest in a sufficient number of FM receivers to make the continued operation of WTMJ-FM and WSAU-FM a worthwhile undertaking.

The Journal Co. does not sell time on WTMJ-FM or WSAU-FM. Since it derives no financial revenue from either station the only justification for underwriting the cost of continued FM service would be a body of listeners far larger than the very limited one which our research has shown to be in existence at the present time and which shows no signs of material growth.

Our decision to drop FM, however, does not change in any way the Journal Co. announced policy to bring the latest developments in radio and television to the people of Wisconsin, if such developments can be and will be of service to a substantial number.

WTMJ-FM and WSAU-FM will shut down at the close of programming on April 2, 1950, and our operating licenses for these two stations will then be returned to you for cancellation.

FLETCHER NAMED
Heads 3 Alaska Outlets

JIM FLETCHER, former manager of Alaska Broadcasting Co.'s KFRB Fairbanks, has been appointed manager of KFQD Anchorage and also regional manager of the firm's KIBH Seward, KFRB and KFQD, it was announced last week.

Prior to his Fairbanks assignment, Mr. Flethcher had managed KTKN Ketchikan. The company also announced that Jack McCahill, assistant manager at KFRB, has been promoted to station manager, and Ken Laughlin, former manager of KFQD, has been promoted to territorial sales manager with headquarters at KTKN. Mr. Laughlin also was named manager of KTKN.

Hal Shumate

HAL SHUMATE, KGBS Harlingen, Tex., newsman and announcer, was killed March 19 when his plane crashed near the Harlingen airport. Mr. Shumate, who was a veteran flyer, had been in radio in Texas for more than 12 years and had been employed at KRGV Weslaco, KTSA San Antonio, WACO Waco, and for the past three years at KGBS.

PART of one of the 320-ft. towers of WPPA-AM-FM Pottsville, Pa., which collapsed during a recent ice and wind storm, lies near the AM transmitter building. The building was missed by the falling structure. Using another tower, WPPA was back on the air within 45 minutes, station officials reported.

SUES DR. DAVIES
Ludlow Awarded $4,000

RETURN of $4,000 out of her $5,000 investment in a radio station that has failed to materialize was granted Mrs. Alice Ludlow, of Long Beach, Calif., fortnight ago, following suit filed March 9 against Dr. Clem Davies, radio evangelist, in Superior Court, Los Angeles.

Still pending is an additional suit filed against Dr. Davies by Henry Hildreth, also of Long Beach, who invested $500 in the proposed station, loans for which were asked by Dr. Davies from his pulpit three years ago. At that time, the plaintiffs said, Dr. Davies promised their money would be returned upon request. He later denied this statement, it was reported. Dr. Davies claimed that construction of the station in Los Angeles still awaits FCC authorization.

Kean Expands

SECOND expansion in staff and quarters this year has been announced by Walter F. Kean, Consulting Radio Engineers, Riverside, Ill. Change became effective April 1, with the firm adding George M. Boyd, graduate communications engineer, U. of Illinois, to its staff and moving to new and larger quarters at 1 Riverside Road in Riverside. Former address was 11 Northgate Road, that city.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Promotion

NEW angle on promotional possibilities of flying saucers hit upon by Lowell Smith, time salesman for KFXM San Bernardino, Calif. Mr. Smith has sold half-hour interview with pilot of any flying saucer to come down in a two-county area of station's coverage. Show, if and when it is aired, will take top-priority over any program on air, with Newsmen Jim O'Leary and Dave Hubbard set to parachute tape recorder and portable radio into position to "contact and interview the occupant or occupants of any flying saucer" within area. Wilson & Fields, San Bernardino furniture and appliance firm will sponsor show.

TV Invitation

SMALL brown and white card invites public to see *The Mohawk Showroom* on WWJ-TV Detroit. Card features picture of small television screen and tiny inset picture of Roberta Quinlan, star of show.

Erin Go Bragh!

BROGUES were thick at KDKA Pittsburgh St. Patrick's Day when station offered its listeners shamrocks flown in by TWA from Shannon, Ireland. Crowds jammed studios to receive tokens from, appropriately, Announcer Paul Shannon.

Folder of Significance

BLACK, red and white folder from WMAR-TV Baltimore has small paper from The Katz Agency Inc., that city, attached. Paper reads, "Something significant has happened in Baltimore. A Television *first!*" Folder explains that "WMAR-TV has . . . the biggest nighttime audience of any station—AM, FM or TV." Graph shows Hooperatings of Baltimore stations illustrating statement. Back of folder declares, "Baltimore is 1st in TV share of total broadcast audience."

Letter Commends

REPRINT of letter from C. R. Anthony, president of C. R. Anthony Co., Oklahoma City, is top of promotion piece from WKY that city. Text of letter compares growth of station and company and assures station's management that firm is more than pleased with station after nine years of sponsorship on it. Station points to its "30 years of service to Oklahoma . . ."

Promotion Via Secretaries

UNIQUE promotion from KITE San Antonio, Tex., is directed to secretaries of men in trade. On envelope enclosing promotion written in shorthand is: "There is a present for you inside." Card inside gives two reasons for secretaries being important to KITE: (1) Secretaries are women, and KITE is especially interested in women as spenders of 85% of every retail dollar, and (2) secretaries are responsible for KITE promotion pieces reaching their bosses. Attached to card is set of individual lip sticks, made up into package resembling book matches. Mirror and caption reading, "Love and kisses from the radio station you like best . . . KITE" complete promotion.

Jumping Releases

ATTENTION-getting press releases concerning *Super Circus*, ABC-TV network show which opened recently on KGO-TV San Francisco, were sent to trade by station. Promotion is built around Jack-in-the-box into which has been inserted ABC-TV press release concerning *Super Circus*. Wallace Hutchinson, KGO-TV promotion department, originated idea.

Sales 'Rajah'

LARGE bulletin from WCCO Minneapolis lauds its Stewart MacPherson, calling him "The Rajah of Radio," and its "sales-potent potentate." Pictured on back of text is drawing of Mr. MacPherson, seated atop elephant, aiding salesman to reach elephant's back. Text itself gives sales and radio history of Mr. MacPherson.

Provocative Card

POSTCARD mailed to prospective audience of *What Do You Think* show on WGBF Evansville, Ind., announces new time of program. Remainder of card reads, "Some of our best friends are adults . . . adult thinkers, that is. As a member of this group, you are invited to listen to Evansville's Radio Forum for a stimulating half-hour."

Thorough Promotion

EVERY taxpayer in Hartford, Conn., received promotion piece from WTIC that city. Copy of script of speech by City Manager Carleton F. Sharpe given over WTIC several days previous to mailing of tax bills was enclosed in envelope in which taxpayers were sent bills.

Tip From WSBT

TWO-page bulletin from WSBT South Bend, Ind., affirms that city has "a *very* close neighbor." Attractive girl, drawn on cover, represents South Bend. Inside of folder shows same girl and young man, representing Mishawaka, Ind., holding hands. Text says, "Mishawaka lives just across the street . . . (and we're *very* friendly!)" Explanation that cities are separated by only a street and river follows, with tabulation of both cities' expenditures according to food, drugs and other product groups. "Think of South Bend and Mishawaka together—more ways than one!" concludes folder.

Transit Egg Hatches

ONE-DAY-old Easter chicks were shipped to sponsors and Washington advertising agencies by Washington Transit Radio Inc. and WWDC-FM that city. Tiny capsules, labeled "Nest Egg," were enclosed in each carton. Inside capsules were scrolls of paper bearing message:

"I'm much too young to 'cackle' or 'crow,'
But to 'hatch' more *business* I really know
That the 'Roosters' and 'Slick Chicks' *patronize*
The business firms that *advertise* on *Transit Radio*."

Blotter Mailing

ATTRACTIVE blotter mailed to 400 frozen food dealers in Pittsburgh area as part of promotional activities of WCAE Pittsburgh. Blotter announces that Blue Goose Fresh Frozen Foods are advertised on Florence Sando's woman's program over WCAE each Monday, Thursday and Friday at 12:30 p.m.

Advance Promotion

FUTURISTIC twist given to latest promotion piece by Blackburn-Hamilton Co. Proof of ad appearing in this issue of BROADCASTING sent to trade by firm, labeled "Advance Proof."

20 to 20

TWENTY awards of $20 each went to lucky listeners of WSFA Montgomery, Ala., March 31. Station was celebrating its 20th anniversary and utilized telephone quiz with cash awards to call attention to its birthday. Questions about station's history were asked. Local well wishers purchased all available time with which to congratulate station on its community service.

"Everybody Does It!"

COVER of latest promotion from KSL Salt Lake City shows legs of two men, one dressed as farmer and other as business man. Inside of folder completes pictures, depicting men leaning against trees, listening to portable radios. Caption reads, "Everybody's doing it. . . . It's the custom of the country (and the city, too)." Text includes KSL's share of audience and other data from BMB study.

Starting at 40

SESAC Inc. on cover of its latest promotion piece promises "Profits Start at 40." Text of 12 page booklet explains that subscriptions to its transcribed library start at $40 per month, and gives types and advantages of subscribing to service.

Promotion Personnel

JULIUS GLASS rejoins WGAR Cleveland as promotion manager after absence of eight years. He returns from WHBC Canton, Ohio, where he served in similar capacity since 1945. He replaces **TED BOYNTON** who moves to WGAR sales department.

ROBERT S. KELLER Inc., appointed sales promotion representative for WSSB Durham, N. C.

DONALD GETZ, sales promotion manager at WGN-AM-TV Chicago, is the father of a boy, Lawrence.

MEXICO STATIONS
Changes According to NARBA

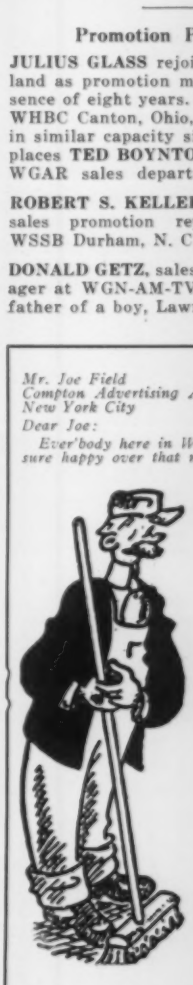
CHANGES in facilities of several Mexican broadcast stations have been reported according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated, FCC has announced.

Proposed new station on 580 kc with 1 kw-day, 250 w-night at Chihuahua has been dropped and new grant for 500 w-day 250 w-night on that channel was announced at Ciudad Camarge. Estimated commencement date is Aug. 1. XEPO San Luis Potosi, 100 w on 1400 kc, about May 16 is to switch to 250 w on 1260 kc. XEFE Nuevo Laredo July 1 is to boost power from 1 kw to 5 kw-day, 1 kw-night on 960 kc. Call letters were assigned new stations as follows: XEUX Tuxpan, and XEMT Matamoros, each 250 w on 1340 kc; KEXZ Zacatecas, 250 w on 1450 kc; XEYC Ciudad Juarez, 1 kw on 1460 kc.

SPEECH by Cedric Foster, Yankee Network commentator was reprinted in *Congressional Record* recently by Rep. Philip J. Philbin (D-Mass.). Occasion of talk was centennial banquet held March 14 in Clinton, Mass., marking that city's 100th anniversary.

Mr. Joe Field
Compton Advertising Agency
New York City
Dear Joe:

Ever'body here in WCHS territory is sure happy over that new coal contract! It means thet th' folks livin' within th' range uv WCHS's 5000 watts on 580 will be havin' lots more money ter spend, an' down here in this country they really spends it! Why, Joe, th' miners in this area alone will have $17,000,000 more a year ter buy th' thin's they needs! Jest think uv it! That ud buy 340 million personal bars uv Ivory Soap! An' th' miners ain't th' only ones in these here parts what's got money ter spend—nosiree, not by a jug full! They's lots uv industries in WCHS territory, an' they's goin' strong! Joe, it looks ter me thet it ud be mighty good business fer fellers in your occupation ter keep these thin's in mind! Mind you, they's goin' ter be a boom in Charleston, West Virginny, an' th' ones in on th' ground floor is agonna be mighty lucky! Ain't yer glad I tole yuh!



Yrs.
Algy

WCHS
Charleston, W. Va.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

News

BOB ELSTON appointed sports director or KIOA Des Moines, Iowa, replacing **DON O'BRIEN**, resigned to become executive secretary of Western League. Mr. Elston previously was with KVFD Ft. Dodge as sportscaster and KXEL Waterloo, as sports director and play-by-play announcer.

BERNARD LONDON, formerly with CBS where he produced and directed telecasts of Brooklyn Dodgers games and Columbia U. football games, joins production staff of WXEL (TV) Cleveland, Ohio. He will produce and direct all telecasts of Cleveland Indian games for station.

CARL UHLARIK, formerly with United Press, appointed director of news at KFAB Omaha, Neb. He has been with station since November 1948 and succeeds **E. S. (Bud) NEBLE**, resigned.

FRED WOLF, sportscaster for WXYZ-TV Detroit, awarded set of golf clubs following his selection as "sports announcer contributing the most to industrial recreation," by Briggs Mfg. Co.

RONALD (Pete) PETERSON appointed to farm service department of WNAX Yankton, S. D. He has been with station for eight years as staff announcer, and now will write and produce farm shows.

JACK DOOLEY, graduate of school of journalism at U. of Iowa, Iowa City, named night news editor at WGAR Cleveland.

JOSEPH F. DINNEEN, staff writer and columnist for *Boston Globe*, joins WBMS Boston as news commentator. His show is aired six days weekly from 11-11:10 a.m.

REX LORING, news commentator for CKOY Ottawa, resigns. Future plans have not been announced.

S. DAKOTA MEET
Area Problems Discussed

COMMON problems affecting all South Dakota stations and ways of making still better the radio service offered South Dakota listeners were slated for discussion at the annual meeting of the South Dakota Broadcasters Assn. in Mitchell last Saturday and Sunday (March 31 and April 1).

Gov. George T. Mickelson was among those scheduled to attend. The program was arranged by a committee composed of James E. Sweet, KIHO Sioux Falls, chairman; Tom Young, KWAT Watertown, and Irving R. Merrill, of KUSD Vermillion, who is also secretary-treasurer of the association. In addition to Mr. Merrill, officers of the association are Robert R. Tincher, WNAX Yankton, president, and Robert J. Dean, KOTA Rapid City, vice president.

MURDER TRIAL
WLBC, WMUN Air Testimony

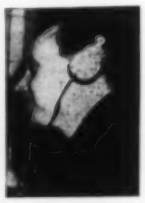
TAPE-RECORDED portions of a murder trial were aired in special broadcasts over WLBC Muncie, Ind., and its FM affiliate, WMUN. In a nine-day period, the station reported, 12 hours and 47 minutes of program time were devoted to a triple-slaying local murder case.

Entitled *Highlights of the Dalton-Gratzer Trial*, the program also was augmented by use of portions of the argument and testimony as part of the stations' regular news coverage. Time devoted to the special coverage was during the late evening hours, most of it after 10:15 p.m., it was reported.

The proceedings were recorded with a Brush portable tape recorder and a Collins four-channel amplifier after News Director Fred M. Hinshaw had asked for and received permission from Circuit Judge Joseph H. Davis. The 250 w CBS outlet received only one complaint about the broadcasts, and hundreds of commendations, Mr. Hinshaw said.

MUELLER CITED
Named By Headliners

MERRILL MUELLER, of the NBC London staff, has been selected as winner of an award in the 16th annual presentations by the National Headliners' Club, which honors outstanding examples of radio and newspaper reporting.



Mr. Mueller

Mr. Mueller was selected by the club "for consistently outstanding foreign news broadcasts from London during 1949, including seven world news stories."

Only one award was made in the radio field for 1949, according to Tom Paprocki, Associated Press Features, chairman of the 1950 judging committee. The number of entries in the domestic radio news or TV newsreel field was not considered adequate to justify an award.

The National Headliners' Club announced 16 awards in the field of news reporting and feature writing, news photography and news reels. The club expects to expand its radio and television classifications next year, according to Mall Dodson, executive secretary. The annual news judging contest is conducted under the auspices of Atlantic City municipal authorities.

Members of the 1950 judging committee were Chairman Paprocki; James Crayhon, Standard Oil Co.; Frank H. Ryan, *Camden* (N. J.) *Courier-Post*; James Farrell, *Atlantic City Press-Union*; William Montague, Tele-News Pictures; Frank M. Smith, *Washington Times-Herald*; J. Frank Beatty, BROADCASTING-TELECASTING.

Francis Trout

FRANCIS (Dink) TROUT, 51-year-old radio actor, died March 26 following surgery. Requiem Mass was celebrated March 30 in Blessed Sacrament Church, Hollywood. Burial was in Calvary Cemetery. Mr. Trout, best known for his characterization of Mr. Anderson on NBC's *Dennis Day Show*, is survived by his mother.

WGLN-WWSC JOIN
WGLN Ceases Operation

MERGER of WGLN Glens Falls, N. Y., into WWSC there has been consummated following approval of FCC in late February [BROADCASTING, March 6]. WWSC, MBS outlet, took over the ABC affiliation also when WGLN ceased operations and will carry both networks until April 14 when Mutual will be dropped, it was announced.

Under the merger, Martin Karig and Alexander P. Robertson sold 50% interest in Great Northern Radio Inc., WWSC licensee, to Glens Falls Post Co., parent firm owning WGLN and publisher of *Post-Star* and *Times* there. Louis P. Brown, head of the newspapers, has been elected president of Great Northern with Mr. Karig named vice president and WWSC manager and Mr. Robertson treasurer. Arthur P. Irving was named secretary.

Everett-McKinney has been named to represent WWSC nationally, it was announced. Carl Matison, WWSC manager before the merger, has been appointed assistant manager, while Alfred A. Brown continues as commercial manager. WWSC has set June 1 as date for its switch from present 250 w on 1450 kc to newly authorized 1 kw day, 500 w night on 1410 kc, directional. WGLN had been assigned 100 w on 1230 kc.

HOGAN ELECTED
Is Universal Board Chairman

ARTHUR B. HOGAN, who recently acquired 140,000 shares of Universal Records Inc., Hollywood, stock from Wesley I. Dumm [BROADCASTING, March 13], has been elected chairman of the board of that corporation.

Will H. Voeller, executive vice president who has been with company since January 1946, has been elevated to the presidency. He takes over the post vacated through resignation of Mr. Dumm. Firm currently is formulating plans to install elaborate facilities for television production.

Meet Mr. WILS

The Only SALESMAN in **Lansing, Mich.** who covers the **Entire Area**

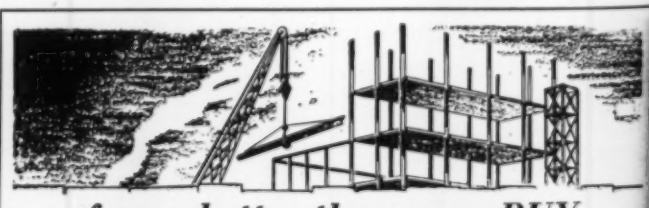
Ask your **Rambeau Man** about the new

WILS

Lansing's Most Powerful Station

1320 kc. • 1000 watts

Day & Night



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IN OHIO'S THIRD MARKET

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

Programs

SHOW in which sponsor's product is closely integrated into format is *Old South Quiz*, half-hour audience participation program presented Saturday on WRNL Richmond, Va. Contestants for each broadcast are chosen during half-hour preliminary "warm-up" show. Questions, based entirely on the South, are answered by contestants in pairs—one doing job before microphone, other seated on stage as "armchair expert." Prizes are silverware, with grand prize consisting of 52-piece set weekly. Questions are submitted by listeners for similar rewards. Show is sponsored by Reliable Home Equipment Co., Richmond, on behalf of Wm. A. Rogers "Old South" silverware.

Monastery Fire

SPECIAL half-hour news show on WPJB (FM) Providence, R. I., was used for airing tape record of station's coverage of $2 million blaze that destroyed Abbey of Our Lady of the Valley, Cumberland, R. I. WPJB broadcast from its mobile unit for more than hour and half past its usual 11:05 p.m. deadline in order to secure complete coverage. Interviews with firemen, Red Cross workers and Abbot of monastery were recorded.

Tragic Story Aired

BROOKLYN middleweight boxer, Georgie Small, aired story of his boxing bout in which Laverne Roach was fatally injured, over WTVR (TV) Richmond, Va. Telecast was first public recounting of fight by Mr. Small, and was told to Jack Lewis, station's sportscaster.

Swimming Meet

NATIONAL Junior College Swimming Championships in Fullerton Jr. College pool at Fullerton, Calif., were aired by KVOE Santa Ana recently. Program was handled by Sportscaster Bill Burrud, with color supplied by John Blashill. Presentations of awards to winners following each event also were carried.

Science Series

NEW series of science programs, *Johns Hopkins Science Review*, starts on WTTG (TV) Washington under auspices of Johns Hopkins U., Baltimore. Series of 10 shows are presented Friday, 9:30 p.m., and deal with such topics as exploring in the arctic, research in heart diseases, modern plastics, geological studies, use of X-ray and aids for deaf. Prominent scientific investigators participate in programs which originate in studios of WAAM (TV) Baltimore.

Religious Programming

BEGINNING today (April 3), WWDC-AM-FM Washington is presenting series of religious programs leading into observance of Good Friday and Easter. Four of programs scheduled will be presented under auspices of Committee on Good Friday Observance. Short addresses in keeping with solemn time will be given by Willian H. Collins, former Assistant U. S. Attorney; Judge Edward A. Tamm; Walter Bastian, Washington attorney, and Col. Thomas F. Carlin, former master of Knights of Columbus. Portion of services at Fourth Presbyterian Church will be aired by WWDC on Good Friday.

'Beat Your Wife'

WEEKLY quiz show with prizes adding up to $5,000 jackpot, aired over KMOX St. Louis. Staged Tuesday, 9-9:30 p.m., from local Loew's Theatre, show is sponsored cooperatively by Westinghouse Electric Co. and approximately 150 local dealers. Titled *Beat Your Wife*, show's format is round of questions with husbands competing against their wives. Winning couples try together for jackpot with guess at mystery couple, described by poetical clues. Program is emceed by Wed Howard of KMOX and Beulah Schachet, *St. Louis Globe-Democrat* feature columnist.

Follow to 'Crusade'

SERIES of five-minute news programs titled *Today in Europe*, scheduled for presentation Sunday, 7:55 p.m. on WFIL-TV Philadelphia. Series presents in digest form review of highlight news of past week on Continent and immediately follows showing of *Crusade In Europe* episode at 7:30. Show originates in WFIL studios and features Neil Harvey as narrator, objectively reporting political, economic and social developments in post-war era. Maps, motion picture films and other graphic aids are employed.

Independent Feeds World

ALL-NAVY Basketball Tournament, March 17-18, was fed by WNOR Norfolk, Va., around world. Two game tournament was fed to RCA New York, which in turn beamed it to KPOA Honolulu. AFRS New York and Los Angeles, rebroadcast games for all countries serviced by them. Station also carried games locally. Feed for world broadcast was handled by Paul Schafer, assistant manager and chief engineer of WNOR. Eric Page and Jack Harris acted as play-by-play announcers and Phil Stewart fed the games locally.

Sunrise Services

THIRTIETH consecutive Easter Sunrise Services from Hollywood Bowl, April 9, will be telecast by KTTV (TV) Los Angeles. Station holds exclusive telecasting rights to service and will air telecasts beginning at 4:30 a.m. through 6 a.m. Video recorded version of event will be offered by station for national sale. Vincent Pelletier will handle commentary with Bob Breckner directing.

Small Station Coverage

LISTENERS' interest in big-league baseball being highlighted by WPPA Pottsville, Pa. Ed Romance, sports director for station, was sent on two-week trip to spring training camps of major league teams in Florida. Interviews with top players and officials of teams were recorded by Mr. Romance, as well as complete summary of training camp conditions. One of 40 recordings gleaned from trip is aired nightly on *Kaiers Sports Show*, from now until official opening of baseball season.

Especially for Men

NEW series of programs, titled *Sunday Men's Magazine*, and slanted toward male listeners, presented by WSTC-AM-FM Stamford, Conn. Aired Sunday, 11-11:30 a.m., show presents features of interest to men at time convenient for their listening. News, sports, science features, odd items in news, book reviews and column of general happenings headline show, which is written by Leonard Weinles.

Today's Game

FIFTEEN-minutes of sports highlights will be aired daily, starting April 18, on WNBQ (TV) Chicago. Called *Today's Ball Game*, show will present high spots of all daytime home games of Chicago Cubs and White Sox for 1950 season. Daily games will be filmed in their entirety by Douglas Productions and edited to fit time of telecast. Running commentary will be supplied by Tom Duggan, who will conduct live interview program for open dates and rain-outs.

Battle of Sexes

MINIATURE battle of the sexes conducted weekly by WAEB Allentown, Pa., on *Last Word From Betty Muir*, quiz show. Aired Wednesday, 11-11:30 a.m., show consists of male expert being quizzed on aspects of his specialty by group of women. First program featured Donald V. Hoch, mayor of Allentown, being questioned by Helen Schmidt, dialogue writer for comic cartoons; Eleanor Gernerd, former editor and publisher of *Lehigh Valley Revue*, and Jean Doern Lieberman, producer of juvenile programs. Betty Muir is moderator.

Toast To Connie Mack

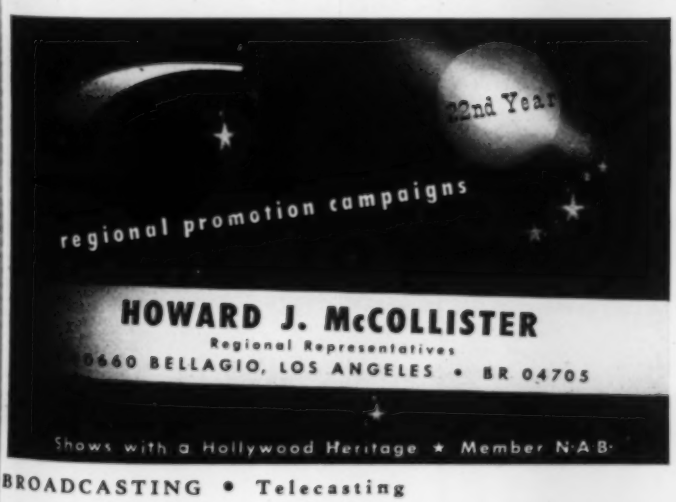
GRAND OLD MAN of baseball, Connie Mack, 82-year-old manager of Philadelphia Athletics, will be honored by CBS' *Toast of the Town* on April 16 when TV program originates in Philadelphia at WCAU-TV that city. Telecast of program, which features Ed Sullivan, is first away from New York since show began in June 1948. Connie Mack Golden Jubilee Committee, Philadelphia Chamber of Commerce and Lincoln-Mercury Dealers, show sponsor, arranged for special *Toast* visit.

High-Interest Debate

DEBATE on socialized medicine will be carried by WKBW Buffalo, N. Y., April 4 from 8:30-10:30 p.m., as part of station's public service. Immediate topic of discussion will be national health bill now before Congress and will be argued by Hugh Thompson, regional director of CIO and president of Greater Buffalo CIO Industrial Union Council, and Dr. Elmer Hess, vice chairman of medical program of American Medical Society. Invited audience of 1,000 persons will witness show to be held in Hotel Statler ballroom, Buffalo. Moderator of broadcast will be Harry Seebert, WKBW columnist. Roving microphones placed throughout auditorium will pick up questions from audience.

America's Churches

PROGRAM of interest to members of all faiths currently being presented over WADC Akron, Ohio. Entitled *The House of the Lord*, weekly story features one of America's famous churches. Shows begin with verbal picture of church featured that week, story of its triumphs, its people, its music and favorite hymns. Brief sermonette is specially written for each show by pastor of church. Series took two years in preparation with cooperation being received from pastors all over the country. F. W. Albrecht Co., owner of Acme Service Stores and Super Markets, sponsors show.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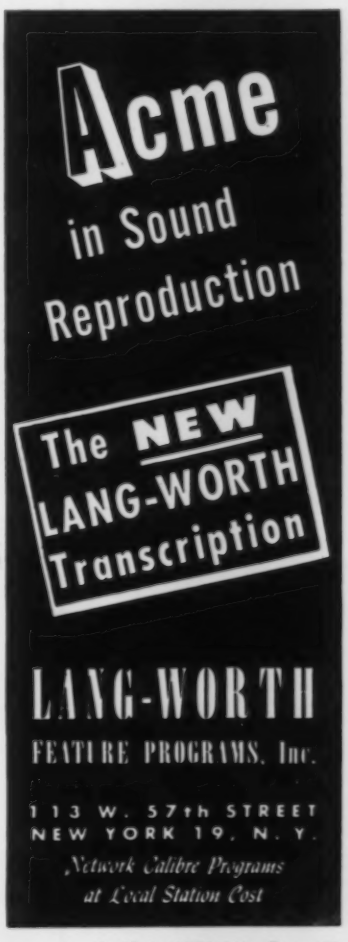
Shows with a Hollywood Heritage ★ Member N.A.B.



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Can you sell? Texas ABC station wants you. Send full sales resume. Box 676E, BROADCASTING.

Opportunity for participation in ownership of central New England 1 kw daytimer enjoying excellent listenership offered to commercial man of proven stature who is available immediately to invest and become commercial manager. Box 680E, BROADCASTING.

Salesmen

Salesman for 5 kw network station in western Michigan city of 110,000. Real opportunity. Give full details and financial requirements. Box 508E, BROADCASTING.

South Georgia station wants salesman. Must be willing to work. 250 watt full-time independent. Must be able to produce. Box 579E, BROADCASTING.

Salesman wanted with experience for one thousand watt independent station in eastern Pennsylvania. Excellent market; salary and commission; must have car. Box 697E, BROADCASTING.

Salesman-commercial manager. WOKZ AM-FM, Alton, Illinois. 50,000 city; 120,000 county. Only station. Adequate draw and commission. Write complete details including required draw to WEAW, Evanston, Illinois.

Salesman or sales manager for permanent position. Better than average man can easily earn up to $150 weekly on commission and drawing account. Southerner preferred. Give full qualifications and history to P. K. Ewing, Jr., WMIS, Natchez, Miss.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Salesman wanted by old established CBS regional station. High caliber man who will enjoy working and living in a thriving midwestern city of 50,000. Compensation commensurate with ability. Wire Walter Rothschild and an interview will be arranged. WTAD, Quincy, Illinois.

Experienced salesman, $50.00 salary plus commission. Must be hard worker with car. Send complete resume to George Shurden, Commercial Manager, WTND, Orangeburg, S. C.

Announcers

Announcer, experienced, must have RCA board experience for network station in west Florida. Send full details Box 515E, BROADCASTING.

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Experienced sports announcer to handle football, special events and news. First phone license desirable, but not essential. Southern network station in city of 18,000. Box 593E, BROADCASTING.

Capable announcer with sportscasting experience, particularly recreations. Ten thousand watt ABC affiliate. Also may be interested in capable salesman. Box 664E, BROADCASTING.

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Girl hillbilly disc jockey. Thorough knowledge folk music. Also act as librarian. Small beginning salary with opportunity for talent. Station located in SE city of 100,000. Send all details including photo and disc to Box 695E, BROADCASTING.

Help Wanted (Cont'd)

Experienced morning man wanted for station in small town in mid-Atlantic states. Must be experienced at the board. Full details first letter, no disc. Box 698E, BROADCASTING.

Wanted: Combination man. Send qualifications, photograph, disc and salary needed. Radio Station KCFH, Cuero, Texas.

Staffing new station northern Maine. Need men with good voice and ticket. Send disc, photo, complete information soonest. None but combo men need apply. Ted Coffin, WAGM, Presque Isle, Maine.

Announcer, some experience. Immediate opening. Illinois applicants only will be considered. WLPO, La Salle.

Wanted—Versatile announcer with at least 2 years commercial experience and knowledge of programming. Wire or telephone for personal interview. WMIX, Mt. Vernon, Illinois.

Technical

Opportunity available for combination engineer-announcer for money-making 250 watt station in wealthy rural market in south. Good pay and living conditions. Must be able to call sports. Box 671E BROADCASTING.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Ga.

Production-Programming, others

Can you write good copy? If you are a female and you're absolutely sure you know how to write copy; if you're personable and attractive, willing to work, then please send full particulars, photo and disc first letter to Larry Filkins, Program Director, KSCB, Liberal, Kansas.

Situations Wanted

Managerial

College community sought by successful small market manager, 35, married, university degree, 12 years broadcasting. Box 572E, BROADCASTING.

Southern stations attention: Manager and chief engineer would like job in 250 or 1000 watt station with chance to buy stock through earnings. Can produce. Not clock watchers, want security. Box 580E, BROADCASTING.

Manager with twenty years experience all phases of AM-FM operation desires change. Thorough knowledge in management to produce highest gross sales with lowest overhead. Expert on sales, programming, both local and national. Experience includes management of 1 kw fulltime station. Have contacts with top network executives and national advertising agencies. Married. Will go anywhere. Available for interview at NAB Convention. Box 586E, BROADCASTING.

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

Manager, part-owner disposing of financial interest in successful station, now free to seek new connection. Age 40; fifteen years station management experience. Know radio game thoroughly. Am attending NAB Convention, will meet you there for interview at your convenience. Box 646E, BROADCASTING.

Manager now employed desires change for good reason. Experienced in sales, promotion, programming, engineering and economical operation plus an outstanding record in public relations and a leader in civic affairs. Will appreciate and consider all inquiries. Box 656E, BROADCASTING.

Situations Wanted (Con't)

$7428 monthly personally written new local business in eight months. Made a station profitable as manager-sales manager. Details? Box 666E, BROADCASTING.

General manager with 15 years experience in management and sales management, desires change because of station sale. Sales ability a guarantee of top volume for your station. Can reduce operating cost to minimum. What's your proposition? Box 667E, BROADCASTING.

Manager. Currently commercial manager with highly successful record. Recommendations from actual advertisers. National promotional recognition. Experienced organizer. Will be at NAB Convention. Advise where to contact. Box 692E, BROADCASTING.

Salesmen

Sales success, employed up-state, N. Y., desires eastern relocation. Box 683E, BROADCASTING.

Sales-sales management—over 12 years experience. Top billing New York network station and large midwest regional. 43 years, married. Now in New York. Interested in best opportunity any location. Box 687E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 502E, BROADCASTING.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 503E, BROADCASTING.

Announcer. Commercials, news, acting, narration. Announcing experience small station, acting large stations. College graduate, single, prefer midwest. Box 597E, BROADCASTING.

Announcer, five years' general experience. Married, dependable. Age 22. Prefer southwest. $75. Box 603E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball — play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Combination man, news, DJ, write copy, 23, single. Will travel. Disc, photo on request. Box 618E, BROADCASTING.

Ex-network staff announcer-newscaster. Eight years experience, including play-by-play. At present associate director at New York TV station. Must leave this area for family's health. Desire position as announcer or director AM or TV, or both. Highly capable and can offer excellent references. Will consider any locality. Available May 15th. Box 622E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Baseball is what I thrive on plus money. Sports and chief announcer, employed, three and a half years experience, one hundred play-by-play games behind me, want hundreds more, anywhere. Box 642E, BROADCASTING.

Experienced announcer-engineer desires full or part time position at or near college. Young, married, RCA grad, presently employed. Box 643E, BROADCASTING.

Combo man currently employed looking for advancement. Married. References. Box 644E, BROADCASTING.

Announcer—One year experience, college, ideas, news, dj, can write. Prefer midwest or east. Consider all offers. Disc on request. Box 645E, BROADCASTING.

Situations Wanted (Con't)

Announcer—Two years experience, single, 28, commercial, news, record man with console experience. Box 649E, BROADCASTING.

News—special events-color specialist. Thoroughly experienced, sober family man. Available soon, complete with best of references. Box 650E, BROADCASTING.

Announcer, two years experience, 2A vet. Married. Presently employed. Specialty, disc jockey, news and special events. Expertly trained on local news gathering and editing. Also time salesman. Hard worker. Tops in personality. Prefer middlewest. Box 655E, BROADCASTING.

Announcer-writer. Two years of college radio speech and writing. Will go anywhere. Summer work only. Box 658E, BROADCASTING.

Topnotch sportscaster presently employed. Ready to specialize in sports. Personal interview if desired. Write Box 661E, BROADCASTING.

I am seeking a position in a radio station in one of the western states. I am a graduate of a recognized professional school of broadcasting. Need that all important first job. Will send disc and photo if interested. Box 665E, BROADCASTING.

News director and news announcer, 7 years experience. Has held high position with radio news organization. Box 675E, BROADCASTING.

Honest, reliable, loyal. I can offer these plus six years experience in all phases of radio including: sports, console operation, programming, newsman, special events, emcee, production, disc jockey, accent on hillbilly shows and play-by-play football and baseball. Also have one year of newspaper writing. Currently employed but station lacks stability. Age 24. Your offer must be permanent and must have congenial staff. Box 678E, BROADCASTING.

Baseball announcer, capable, experienced, available to station or agency for baseball season only on free lance basis. Already under contract for football season on regional network. Proven satisfaction to national and local sponsors. Box 679E, BROADCASTING.

Combination man. First phone license. Eight years announcing experience. Engineer since 1942. Good voice. Can ad-lib. Box 682E, BROADCASTING.

Announcer-salesman. Handle sports, news, sales. Experienced both announcing and sales. Young, aggressive, dependable. Give details. Prefer metropolitan or west. Consider others. Box 685E, BROADCASTING.

Young veteran seeking staff announcing position, trained in all phases of radio techniques at Radio City. Disc available. Box 686E, BROADCASTING.

Recent graduate of radio school, looking for start. Opportunity to gain experience primary. Salary secondary. Heavy on all sports. Who will take chance? Box 688E, BROADCASTING.

Announcer, 2½ years experience announcing, narrating and run board. College graduate. 27, vet, married, ambitious, reliable. Desire permanent staff or summer. Relocate for good spot progressive station. Disc or in person. Interview if possible. Box 689E, BROADCASTING.

Looking for a top sportscaster? Look no further—than this ad. You want experience—I offer 5 years of big time sportscasting. Yes, you can have Wisconsin's top sportscaster broadcasting your baseball, football, basketball games. Big Ten experience, top-rated college degree, steady, conscientious. Available now for baseball season. Record, photo, recommendations. Box 691E, BROADCASTING.

Lemon announcer looking for peachy station. Voice like wild goose. Two years lapsus linguae. 25. Single. Operator. Box 694E, BROADCASTING.

Baseball club nixed TV; sportscaster stranded. Triple-A experience. 8 years AM; 1, TV. Best sponsor, station, sports references. What do you offer for an all-sports man? Box 699E, BROADCASTING.

Chief announcer just married looking for steady job in a sports community. All staff announcing, heavy on sports, special events, news. Disc, photo, references available. Box 701E, BROADCASTING.

Situations Wanted (Con't)

Radio school graduate desires position. Experienced. Preferably New England states. Box 703E, BROADCASTING.

Experienced all-round announcer-dj; B. S. in Journalism; selling-writing experience; operate panels; available immediately. For disc write, call Bob Grove, 403 N. Queen, Martinsburg, W. Va.

Announcer with experience. Can handle all types of shows. Heavy on sports and disc shows. Contact Irv Kravitz, 6357 Waldron Street, Pittsburgh, Pa.

Young announcer wants a chance to show what he can do. Limited experience, but willing to learn. Salary secondary, can write commercials and continuity. Summer replacement acceptable. Chester Manulik, 159A 23 Street, Brooklyn 32, N. Y.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HArrison 0473.

We want a baby! Announcer, 4½ years experience, 2 years college, good, deep voice, 5000 watt quality, looking for job with future for us and our son. For proof contact Mr. & Mrs. Don Prittie, 163 Spring St., Amherst, Ohio.

Announcer-disc jockey, young, single. Experienced network and independent operation. Can handle full assignments of news, commercials, interviews, etc. Economy cut, no job. Imperative secure position right away. Disc on request. Dick Thomas, 200 Cambridge Ave., Garfield, New Jersey.

Technical

Recent RCA graduate, family man, now employed TV servicing. No broadcast experience. 1st class and amateur license, seeks operator or combination position. Box 533E, BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 554E, BROADCASTING.

Engineer, 14 years experience, AM-FM, construction, installation, maintenance, studios, transmitter, 10 kw directional, available immediately. References. Box 606E, BROADCASTING.

Engineer—First class phone license, amateur. Inexperienced. Any offer considered. Box 612E, BROADCASTING.

First phone license, married, car, experienced. Want to settle in northeast. presently employed. Box 619E, BROADCASTING.

Experienced transmitter and control board engineer. Seeking position in east, single, have car. Box 629E, BROADCASTING.

1st phone, experienced transmitters, remotes, maintenance, 5 kw directional AM, 38 kw FM. Young, married, car. East coast. Available immediately. Box 647E, BROADCASTING.

Transmitter engineer or station technician. B. S. Degree Bradley University and technical school; was chief radio technician in Navy; have first phone license; prefer midwest, but will go anywhere in U. S. Full particulars will be furnished in letter. Box 652E, BROADCASTING.

Employed chief 250, desiring engineering position with larger station. Prefer Carolina's. Married, car. Box 653E, BROADCASTING.

Experience is a dear school, but fools can learn no other — and brother I've had it. Engineer-announcer, photo, disc and references on request. Box 654E, BROADCASTING.

Engineer—Experienced in construction, also chief engineer-announcer last position. Prefer straight engineer position with future. Good references last job. Available one week. North or south. Box 659E, BROADCASTING.

Experienced engineer, first phone, can build sales in spare time, car, married, references. Box 670E, BROADCASTING.

Experienced 1st phone man, experienced in AM-FM, also mobile experience 2 years; please state salary. Box 672E, BROADCASTING.

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 684E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car, will travel. Box 690E, BROADCASTING.

Situations Wanted (Con't)

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 702E, BROADCASTING.

Engineer—One year broadcast. 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 1221 N. Vermont Ave., Los Angeles, California.

Experienced engineer: first phone, college graduate, presently employed. Will do combo work, travel anywhere. Have car. Richard Delanoy, 207 First Ave., Beckley, W. Va.

Engineer: First phone, 10 months experience 250w-AM, 1000w FM. Have done some announcing. 13 months residence school, 1 year college level correspondence courses, still enrolled. Vet, 23, married. Desire permanent position. Will travel. Appreciate any offer. Charles Donaldson, 114 Dewey, Washington, Indiana.

Engineer, 1st phone, 2 years radio communications. No broadcast experience; will relocate. Robert Farrell, 28 Schaeffer St., Brooklyn 7, New York.

Graduate of prominent radio and television school with first class phone license desires position in broadcast station. 24, married and immediately available. Richard E. Gardner, 2459 Reel Street, Harrisburg, Pa.

Permanent position as radio operator wanted, will travel, first class phone, RCA graduate at present working. John N. Witkowski, 444 Wyona St., Brooklyn, N. Y.

Production-Programming, others

Looking for the opportunity. Copy, continuity, some announcing. Anxious for a future, but wife has to eat. College graduate, young, personable, eager. Will travel. Box 561E, BROADCASTING.

Program director-announcer. Experienced in all phases broadcasting. Young family man presently employed. Desire change because of financial conditions. Box 623E, BROADCASTING.

Teamwork—3 personable young men, ideal for new or expanding station. Experienced for three years N.Y.C.-FM in: production-direction-writing of dramatic, musical, sports, special events, comedy. Staff announcers plus personalized disc shows and news. Sales. Educated too. AB Degrees. Idea men who can follow through. Box 641E, BROADCASTING.

High caliber organist desires position with station, experienced all phases of radio & TV. Available after June. Union. Tape and photo on request. Box 669E, BROADCASTING.

Continuity director, women's broadcaster of note, stage, night club director, ex drama teacher and copy chief of bang-up commercials, available immediately. South or east locations preferred. (Age 28 years.) Box 677E, BROADCASTING.

Experienced continuity director with 5 kw network affiliate desires change to more metropolitan market. Copy, top quality. Present position includes duties of assistant program director, production man, station idea man plus copy. Minimum salary, $350 per month. Any offers? Box 681E, BROADCASTING.

Program director experienced network, independents, setting up new station. Programs versatile, can meet and beat competition. Knowledge all phases station operation. Have written copy, sold, announced all types shows. Excellent announcing voice, technique. Conscientious, capable, can increase station prestige, revenue. Currently employed metropolitan area. Disc, details, Box 696E, BROADCASTING.

Television

Technical

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING • *TELECASTING.*

1st phone, telegraph, amateur, radar, professional photographer graduate S. M.P., 27 years, married, car. Box 651E, BROADCASTING • *TELECASTING.*

Situations Wanted (Con't)

Production-Programming, others

Top idea man, sales promotion, programming, merchandising, now employed, seeks TV connection, Los Angeles radio station, advertising agency. E. Horis, 651 Dunsmuir, Los Angeles.

For Sale

Stations

For sale—1000 watt daytime station. Can go fulltime. East central section United States. Box 657E, BROADCASTING.

250 watt central California coast city, only local station, $50,000 cash. Ideal living spot. Trade center approximately 62,000 urban population. Box 700E, BROADCASTING.

Southwest independent, 250 watts, exclusive market, city 12,000, serving three-county area of 70,000, grossing above 4000 monthly, $50,000, some terms. James T. Jackson, Broker, Box 106, Pauls Valley, Oklahoma.

A profitable 250 watt Mutual station. Excellent market. Grossing $6000 per month. In northcentral section, monopoly position. Stock control or all can be purchased. Reasonable terms. Harvey Malott Co., Scarritt Bldg., Kansas City, Mo. Victor 4339.

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Sons, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. Box 475E, BROADCASTING.

For sale—411 ft. Truscon self-supporting tower, type D-30, insulated at base, supporting General Electric 4-bay circular FM antenna with mast, type BY-4-B with 2⅛" coaxial transmission line from FM antenna to tower base. Tower erected in center of 10 acre tract in Wheaton, Maryland, near Washington, D. C. Box 648E, BROADCASTING.

Federal type 101-B field intensity meter complete with instruction book and headphones. In excellent condition. Box 662E, BROADCASTING.

Exchange portable constant two-speed turntable and amplifier for equivalent in station time at list less salesman's commission. Box 668E, BROADCASTING.

250 watt composite transmitter. FCC licensed. Excellent condition. Recently overhauled. $1000 F.O.B. Los Angeles. Box 673E, BROADCASTING.

New Presto 1-D recording head, $120.00 cash or trade for your used microphone or audio equipment. Box 674E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

RCA distortion and noise meter, type 69-C. Used very little. Priced at $150.00 for quick sale. Current factory price is $400.00. WBOC, Radio Park, Salisbury, Md.

For sale 2 Turner dynamic mikes—model 999; 1 Collins 26w Limiter; 1 Locke 91349-H Cantilever tower base insulator. Write WIRK, W. Palm Beach, Florida.

Lehigh 179 foot self-supporting tower, $1500 FOB Warren, Pennsylvania, WNAE.

For sale: New uniform cross-section guyed type towers with all necessary equipment. We will deliver and erect anywhere in United States or South America. Eight 200 ft. towers, seven 250 ft. towers, six 300 ft. towers, five 325 ft. towers. Write, wire or phone (Ph 3348). Consolidated Tower and Construction Co., Petersburg, Virginia.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

One used 1000 watt AM transmitter. Send details, price. Box 590E, BROADCASTING.

Wanted: Used studio control equipment high fidelity only. Mikes, turntables, control console, etc. Must be in good condition and reasonably priced. Box 617E, BROADCASTING.

Wanted—Approximately 400 feet used 1⅝" coax transmission line. State condition, price, etc. WJBY, Gadsden, Alabama.

Am interested in buying any part one kw station equipment. Please write. Cary Graham, Gadsden, Ala.

Wanted: One used self supported radio tower 200 to 400 feet, designed to support G.E. 4-bay, FM antenna, or like tower complete with similar antenna of other manufacture. Purchasing Department, Indiana University, Bloomington, Indiana.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Help Wanted

Salesmen

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right man with auto.

BOX 471E, BROADCASTING

For Sale

Stations

NETWORK STATION

FOR SALE

Top network station in midsouth major, fast-growing market, excellent earnings, non-resident owner desires to devote time to other diversified properties, priced right, no brokers, write our attorney in confidence to

BOX 704E, BROADCASTING

Miscellaneous

Partner Wanted

for established radio script business. Working partner with capital and experience desired.

Must have promotion experience and understand programming, small stations.

BOX 660E, BROADCASTING

Employment Service

O-P-E-N-I-N-G-S NOW!
for
TOPNOTCH—Commercial Mgr.-Salesmen.
Program Dir.—Copy Dir.—Producers.
Chief Engr. (Const. & Maint.)
Chief Engr. (Program & Announcing Exp.)
"PERSONALITY DeeJays" (Comedy, Straight & Novelty—Male & Female).
RRR-RADIO-TV EMPLOYMENT BUREAU
Industry's oldest Exclusive Employment
S-P-E-C-I-A-L-I-S-T-S!
P.O. Box 413, Phila. 5, Pa.

(Continued on next page)

XUM

Situations Wanted

Production-Programming, others

ATTENTION!
STATION OWNERS
STATION MANAGERS

If you demand good radio that produces results for sponsors and upholds the dignity and prestige of the radio industry, I would appreciate an opportunity to correspond with you.

If you need a man who knows radio, not just a "body", but a sincere, hard working, sober, honest, intelligent, dependable well rounded radio man—experienced in all phases of radio broadcasting with emphasis on production—then here's your man.

*More than nine years experience from 250 watt combination work through time salesman, newscaster, writer, announcer to present position of production director and chief of special events for the Armed Forces Radio Service in Tokyo (A 50 kw key network station which also operates three 5 kw short-wave transmitters).

*A veteran of World War II. Traveled in both Europe and the Orient. Young. Single. Not a floater. Interested in permanent, profitable employment with a station that is interested in setting the pace for competition in your area.

Your correspondence will be treated confidentially and answered promptly, honestly and sincerely. Please . . . NO RINGER STATIONS! The undersigned tentatively plans to return to the United States in October of this year.

JAMES W. MANSFIELD
Armed Forces Radio Service
APO 500, % Postmaster
San Francisco, California

Philco Dealers Meet

LARGEST dealer-distributor sales convention in Philco's history is announced by the firm as scheduled for mid-June at Atlantic City, N. J. In revealing plans, Raymond B. George, sales promotion manager, said some 5,000 dealers will study the company's advertising and promotion for the fall selling season.

Allied Arts

CHARLES R. MICHELSON Inc., New York, announces availability of special group of five Speedy-Q double-faced baseball sound effects records. Discs were recorded during actual games at major league parks.

MARKET-OPINION RESEARCH Co. formed from former market research division of Commercial Services Inc., Detroit. RICHARD W. OUDERSLUYS, former president of Commercial Services, is general manager of new organization which specializes exclusively in marketing research and analysis, opinion polling and advertising research. Commercial Services continues under direction of LAWRENCE E. BLACK.

HELEN S. WALLACE, director of sales and service for Muzak Corp., New York, resigns. She will continue her association with firm on consulting basis. EDWARD ROGERS temporarily will coordinate her sales activities with staff associates.

C. J. HASSARD, with Bendix Radio and Television, Baltimore, for past five months, appointed general merchandise manager of firm.

RMA SET DRIVE

Promotes Three-Way Units

CAMPAIGN to stimulate sale of "complete home entertainment units" is being drawn up by a Radio Mfrs. Assn. committee appointed by A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the RMA Parts Division. The committee will meet April 11 at the Stevens Hotel, Chicago, to work out details of the industry-wide drive.

Set manufacturers, record companies, dealers and distributors will join in promoting interest in radio-TV-phono combinations. Chairman of the RMA committee is J. A. Berman, Shure Brothers, Chicago. Other members are:

C. O. Caulton, RCA Victor Division; W. J. Doyle, Astatic Corp.; A. R. Kahn, Electro-Voice Inc.; H. G. Kobick, Webster Electric Co.; Kenneth McAllister, Columbia Records. Three guest members will be W. S. Hartford, Webster-Chicago Corp.; J. C. McDonald, Milwaukee Stamping Co., and E. M. Rush, V-M Corp.

CRAMER-KRASSELT

Radio-TV Activity Is Up

INCREASE in April radio-TV activity by eight of its clients has been announced by The Cramer-Krasselt Co., Milwaukee advertising agency. Firm also announced addition of four members to its radio-TV department. New staff members are Peg Bogler, Norma Nessler, Gloria Brooks and John Pritchard.

Local firms increasing or starting new radio-TV schedules are:

Weinbrenner Shoe Co., testing TV with three one-minute films weekly on WTMJ-TV Milwaukee and may add other markets; Wisconsin Plumbing & Heating Supply purchased C-K packaged show, *It's a Man's World*, Saturday, 4-4:30 p.m. on WTMJ-TV; Schuster's (department store) adding frequency of its *Feminine Viewpoint*, now to be seen four times weekly on WTMJ-TV; Chevrolet Dealers and the Upper 3rd Street Advancement Assn. placing up to 10 announcements per day per AM station in current campaign; The Milwaukee Co. (investment security house) purchasing 10-10:15 p.m. news on WTMJ and five-a-week participation in *Mrs. McIver* show on WMAW Milwaukee; American Linen Supply also buying similar time on WMAW's show; and the First Federal Saving & Loan purchasing the 12-12:30 p.m. Sunday period on WTMJ's two-part, hour-long program called *The First Federal Hour*.

AM AUDIENCE

WCOP Refutes TV Grab

IS TELEVISION "stealing" the AM radio audience? WCOP Boston, in a release to the trade the past fortnight, comes up with a big round "No" after surveying the situation in the Hub city.

According to Craig Lawrence, WCOP general manager, " an erroneous impression of radio's nighttime state of health" has been created, "especially as it applies to our own area." He sets forth three arguments against the recent Hooper survey of TV listening as compared to radio's share: (1) The figures were for the New York area where TV ownership is higher than in Boston, (2) telephone homes only were involved, and (3) figures were "share of audience" rather than ratings.

Mr. Lawrence cited a comparison of the Pulse Report of January-February 1950 with the same two months in 1948. In 1948, before TV arrived in Boston, the report showed a 27.4 rating for average quarter-hour radio sets in use Mon.-Fri., 6 p.m.-12 midnight. Two years later, he pointed out, Pulse reported a 27.3 rating. Also noted by Mr. Lawrence is a +.8 change in listenership over that two year period by WCOP. These figures, according to Mr. Lawrence, refute "generalizations about TV and radio—or by over-all share of audience figures for stations."

Steere Takes Over WFEC

HOWARD D. STEERE, former owner of an advertising agency in Detroit, has taken over control of WFEC Miami, Fla., it was announced last week. According to the announcement, no changes will be made in the outlet's personnel and J. Lyle Williams Jr. will be retained as general manager. On Feb. 9 the FCC granted Mr. Steere assignment of license from the Florida East Coast Broadcasting Co. [BROADCASTING, Feb. 13] WFEC is assigned 250 w daytime on 1220 kc.

SEE PAGE 7

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Alvin Freemount

MEDIA BROKER MANAGEMENT CONSULTANT

Announces

A Confidential Service

FOR NEWSPAPER AND RADIO STATION BUYERS AND SELLERS

PHILADELPHIA, PA., OFFICE

4750 YORK ROAD MICHIGAN 4-8900

ANA

(Continued from page 15)

that TV cost-per-viewer is going down, but the cost will always be higher than radio. They asked for details on extension of TV networks and estimates on the number of sets. One conservative estimate placed the number of TV sets at 7,600,400 as of Jan. 1, 1951, and 11,500,000 in 1952, but other estimates run much higher.

Even in 1951 when about 20% of homes will have TV, radio will still be sold for less than it was in 1940, one broadcaster commented.

The advertisers asked pointed questions about TV picture quality, especially kinescope, and showed an interest in TV as a medium for small-budget advertisers. Tendency toward small-budget participation TV is developing, it was noted, with advertisers having a chance to share costs by various means.

The actual cost of bringing the advertiser's message to the listener was scanned critically both at the ANA's radio-television panel and in talks by advertisers themselves.

Network Costs Up

George Duram, Lever Bros. media director, said network radio time costs had gone up about a third since 1940, paralleling the increase in number of radio homes. Increase in number of AM outlets, 160%, has had a "most marked influence, on daytime listening," he insisted, and cited increased network time costs as a result of rate increases, new station requirements and elimination of discounts. "The delivered homes-per-dollar is down noticeably," he claimed, and talent costs are up 100% to 200% in 10 years.

"So, while potential increase in radio listeners is 33%, actual cost of the network radio listener to the advertiser is up noticeably, even without taking into account increases in network competition,"

As to spot radio, Mr. Duram claimed an increase of "at least 40%." Moreover, he said TV is making "large inroads in present media thinking and the effective number of television advertisers in two years is up from 200 to 2,300. Its influence not only on certain local markets but as a national medium is already felt."

Mr. Duram claimed that TV-AM homes do little listening to AM when the television set is turned on and described "the 102 TV stations serving 4,500,000 radio homes" as a "disastrous nightime influence."

Magazine circulation is up 50% but cost-per-thousand is the same though the advertiser must spend 50% more than in 1940, he said. Newspaper circulation is up 27% and advertising rates up 37% in the decade, he said.

During the radio-television panel, it was shown on behalf of networks that one network's circulation had increased from 25,500,000 in 1940 to 37,536,000 in 1950, or 53%. At the same time cost per 1,000 radio homes had dropped from 42.9 cents per 1,000 to 32.6 cents per 1,000 in the 10 years, a 24% drop.

TV Costs More

This fact was pointed out as advertiser questioners wanted to know why radio rates hadn't been cut as TV increased its following. As to TV itself, costs have gone down 74% in two years on a per-1,000-viewer basis, or from $5.85 to $1.51, figuring on the basis of an interconnected network.

One calculation showed that TV costs between four and five times as much as radio on a per-1,000 basis.

After the panel, Mr. Nielsen offered figures showing that total radio listening in the home on a national basis actually has gone up 1.06% as compared to the average for the three previous years. With addition of "secondary" radio receivers, better programming and other factors, he said, a 2.1% decline in average listening per home has actually been more than offset nationally. Radio homes have increased 8.5% in number, he added.

In homes that have TV, Mr. Nielsen asserted, combined radio-television use has gone up from 4 hours 8 minutes to 6 hours 39 minutes a day, or an overall 61% increase broken down into 20% daytime and 122% nighttime. Radio listening has dropped from 4 hours 8 minutes to 2 hours 36 minutes in TV homes, he said, amounting to 36% (13% in daytime, 73% at night).

He said this breakdown was based on 5 million TV homes and 41 million radio homes, a projection of perhaps three or four months from today.

Mr. Nielsen said the number of television homes must increase to 11,400,000 before radio listening drops below the average level of the last three years. He predicted network radio will become less urban and more rural as TV expands.

Mr. Halverstadt said that when individual markets are considered, TV set ownership has a serious impact on radio listening. It costs more to reach big markets by using radio and television combined, he said. Network spokesmen conceded the possibility that some adjustment in network rates was necessary as TV progresses.

An ANA survey in which only a few of some 2,000 advertisers responded showed that 17 advertisers draw 100% of their TV expenditures from other media; 28 draw 50% to 100% from other media, and 6 advertisers took no funds from other media to finance use of TV. Radio, newspapers and magazines were closely bunched in the impact of TV on their budgets. Mr. Chapin noted that TV competes no more with other media than they have competed with each other for the last 50 years.

A substantial part of the $500 million dollars spent annually in the preparation of advertisements could be saved by repeated use, whether audible, televisual or printed, in the opinion of Robert Gray, advertising manager of Esso Standard Oil Co. He reviewed Esso's experience in the repeated use of advertisements and called for further research on the subject.

"We repeat radio and television commercials," he said, "but we don't have much evidence in these fields as to the effectiveness of the second or third repetition. We know that the average commercial reaches 4% to 5% of total radio families. The second time it goes on the air it is only heard by a few of those who heard it previously.

"The bulk of the audience is new. Therefore, even after five repetitions, most of the audience hearing a commercial is hearing it for the first time.

"We all know that repetition is the very essence of advertising although the theory is applied generally to advertising themes or ideas rather than to specific ads. Almost everybody has said, 'Repetition is reputation.' Certainly theme repetition has paid off for Lucky Strike with LS/MFT and the leaf idea.

"It has done a good job for Coca Cola with 'refreshment' and it's used consistently by their competitor Pepsi-Cola with the singing jingle, 'Pepsi Cola hits the spot.'

"Most every good advertiser, in other words, believes in 'consistency.' Isn't repetition of specific ads merely an extension of the theory of consistency of theme?

Repitition Sound

"Doesn't it boil down to this? The combined opinion of ad experts is that repetition of a good idea is sound. There is some evidence to prove this. There is no evidence to indicate that it's bad. I think we should be willing to pay the bill to find out more about it. I'm confident we will wind up by saving a substantial part of that bill for a half-billion dollars."

Discussing advertising from the sales manager's viewpoint, Ben Wells, Seven-Up Co. vice president in charge of sales, showed a series of exhibits covering point-of-purchase and sales follow-up techniques designed to make advertising "lead into sales." He cited 15-second radio announcements and associated merchandising aids.

Philip Liebmann, president of Liebmann Breweries, discussing what is expected of advertising today, declared advertising builds up security—security of the salesman's job as well as the job of

(Continued on page 88)

WAVE Sells Homes

USE of 13 spot announcements on two weekend periods over WAVE Louisville, inviting people to inspect a "National Thrift Home," drew over 1,000 visitors, according to Francisco & Conner Construction Co. of Jeffersonville, Ky. The builders also reported that the announcements, made last month, resulted in the sale of several homes and receipt of future prospects. "We were very pleased with the results of our advertising and plan to use WAVE again as soon as we can get more homes under construction," the firm wrote in a letter to WAVE.

50,000 watt station wants experienced general announcer-sportscaster. Must be good. Can also use sober, reliable salesman with record. Write, wire or telephone

Joe DuMond
KXEL
Waterloo, Iowa

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

I ALMOST LOST MY MIND

On Records: King Cole Trio—Cap. 889; Fran Warren—Vic. 20-3686; Curley Marrow—Varsity 8056; J. Mericho—4 Star 1421; Ivory Joy Hunter—MGM 10578; Floyd Tillman—Col. 20673.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y
BMI

ANA

(Continued from page 87)

every employe of the company by maintaining a constant level of production and employment.

Stockholders, too, receive security from advertising he said. "In addition," he continued, "advertising makes possible the preservation of a free press, a free radio and television; it pays almost the entire cost of our wonderful organs of information. Advertising plays a real role in the creation of a true economic democracy in the fields of public communication."

Mr. Liebmann called advertising not only the voice, but "the free speech of business. It doesn't stand by itself, but it is a vital and integral part of the merchandising evolution of which we are a part."

U. S. Sellers' 'Paradise'

The nation is still in "a sellers' paradise," according to James J. Nance, president of Hotpoint Inc. With 1948-49 personal income around $218 billion, of which $100 billion may be diverted to purchases of the customer's choice, he forecast an income level much higher than the pre-war level with a drop in discretionary income.

Mr. Nance told BROADCASTING his company will spend $8 million in 1950 for advertising and sales promotion. It uses co-op radio and TV in many areas, on a 50-50 basis, as well as special events.

Dealer-distribution reaction to Hotpoint's Thanksgiving, Christmas and other onetime network programs has been enthusiastic, he said. The company will sponsor *Dinner at 8* on CBS network Easter Sunday, April 9, with Rosalind Russell and a cast of name talent. The onetime efforts are heavily merchandised, he said. Tracing of sales benefits is difficult because dealers have been on allocation and will continue to be short of demand into the third quarter.

Hotpoint is interested in other special programs later in the year, Mr. Nance continued, and is considering short TV spots for placement by dealers and distributors. Joint participation of dealer groups in co-op spots is in the works, he said. TV spots are produced at the Hotpoint Kitchens in several cities. The total Hotpoint co-op budget runs $3 million, with about 10% in radio and TV. Hotpoint places these co-ops direct. Its other advertising is handled by Maxon Inc., Chicago.

Mr. Nance says the company is able to reach the masses through its special events. The company also participates in local electric association campaigns.

E. F. Kalkhof, American Oil Co., Baltimore, told BROADCASTING the company again will sponsor Washington Redskins professional football games on an AM hookup of a dozen stations. Since league rules bar live telecasts, the company will sponsor films of the games Tuesday or Wednesday evenings in Washington.

Guy Berghoff, director of public relations, Pittsburgh Plate Glass Co., told how the city is using advertising media as a means of economic education,

He told of a morning broadcast series sponsored by the Pennsylvania Railroad, with the company telling employes what it is doing to help them. Employes are interviewed via recordings and they prove to others that the railroad is a good place to work. Improvement in service and tax problems are discussed.

Aluminum Co. of America, Westinghouse Electric Co. and other companies are taking part in the joint program.

TV Reaction

Faustin J. Solon, Owens-Illinois Glass Co., chairman of the joint ANA-AAAA Committee on Economic Education, reviewed progress in the effort to promote advantages of the American economic system and told of plans for continuation of the campaign.

Bruce K. MacLaury, director of public relations and advertising, Bigelow-Sanford Carpet Co., told how the company faced the unhappy task of calming salesmen and dealers when it dropped its television program as an economy measure. The discontinuance was ordered by top company officials, he said, after a year-and-a-half on the air as one of the top 10 programs "and which our salesmen and dealers thought was the best blankety-blank thing we had ever done."

ANA REGISTRATION

Abrams, George, Block Drug Co.; Adams, Bob, Towle Mfg. Co.; Alden, John, Norwich Pharmacal Co.; Applegate, Russ, duPont; Archer, Henry, Atlas Supply Co.; Aue, Les, Drackett Co.; Anderson, Lorraine, General Mills; Bacon, Dean, Coopers Inc.; Bagley, Linton, Folger Coffee Co.; Batenburg, Mike, Pittsburgh Plate Glass Co.; Beard, Dave, Reynolds Metals Co.; Becker, John, Simtex Mills; Bedford, Ed, Oneida Ltd.; Belknap, Paul, Atlas Supply Co.; Bennett, L. M., LaSalle Extension U.; Berghoff, Guy, Pittsburgh Plate Glass Co.; Berno, Paul, Tappan Stove Co.; Bertland, Bernard, Wm. Skinner & Sons; Beyer, George, Cannon Mills; Birch, Chester, Andrew Jergens Co.; Bishop, Ellis, Royal Typewriter Co.; Bjorkholm, Jim, Reynolds Metals Co.; Boggs, Bob, Union Carbide & Carbon Corp.; Boone, W. D., Dow Chemical Co.; Bowlzer, Dell, New Idea; Browder, Les, Dan River Mills; Brown, Al, Best Foods; Brown, Bob, Bristol Myers; Bryant, Don, Hudnut Sales Co.; Budd, R. M., Campbell Soup Co.

Caniff, Bob, Servel; Carlier, Richard, Bigelow Sanford Carpet Co.; Carmichael, Bill, Arvey Corp.; Carroll, Al, Merck & Co.; Chapin, Howard, General Foods; Ching, Cyrus, U. S. Rubber Co.; Clark, Douglas, Seagram Distillers; Collins, Bill, Dravo Corp.; Collins, Porter, Kelly Springfield Tire Co.; Coons, Harold, Keystone Steel & Wire Co.; Corcoran, Leo, Hoover Co.; Coward, Chuck, Nash Kelvinator; Crites, Lowry, General Mills; Deines, Harry, Westinghouse; Dempewolff, A. S., Celanese Corp. of America; Deweese, J. E., Folger Coffee Co.; Dittmer, Dick, Pittsburgh Plate Glass; Divver, Margaret, John Hancock Mutual Life; Dodd, E. D., Owens Illinois Glass Co.; Dodge, Benton, Gulf Oil Corp.; Donaldson, Ben, and Donaldson, Wilbur, Ford Motor Co.; Doney, Hugh, Quaker Oats Co.; Doty, Al, Hiram Walker Inc.; Drake, Dick, Felt & Tarrant Mfg. Co.; Drew, Wally, Bristol Myers; Duram, George, Lever Bros.; Duvall, Jack, A. O. Smith.

Ebbesen, Ace, Wm. Jameson & Co.; Eldredge, Gordon, Ford Motor Co.; Elgin, J. D., McGraw Electric Co.; Ellis, Gordon, Pet Milk; Ennis, Frank, America Fore Insurance; Erskine, Ralph, Pennsalt; Everett, Del, Ford Motor Co.; Ewen, William, Borden; Fauster, Carl, Libbey Glass; Finneran, John, Liebmann Breweries; Fisher, Fred, Gooderham & Worts; Frank, George, Erie Railroad; Fullerton, Bud, Borden Co.; Fleming, James, Brunswick-Balke-Collender; Gardner, Allan, Monsanto Chemical Co.; Gerbic, Ed, Johnson & Johnson; Gerhart, Frank, American Type Founders; Getlin, Joe, Ralston Purina Co.; Godell, Paul, Arvey Corp.; Goetz, Albert, Pepsi Cola Co.; Gorski, Henry, Ballantine; Graham, Arnold, Liebmann Breweries; Gray, Bob, Esso Standard Oil Co.; Gregory, Greg, A. O. Smith; Guttenberg, Edgar, Calvert Distillers.

Halverstadt, Al, Procter & Gamble; Hamel, Ken, Owens Illinois Glass Co.; Hammer, Ray, Tappan Stove Co.; Harrington, Ralph, General Tire & Rubber Co.; Hart, Bill, duPont; Hart, Gifford, Pharmaco; Harvey, Doris, Pet Milk; Haupt, Fritz, Stromberg-Carlson; Hause, Don, Armour & Co.; Hawkins, Frank, Libbey-Owens-Ford Glass Co.; Healy, Tim, Hiram Walker & Sons; Hibbard, C. J., Pet Milk; Hogan, Ed, International Silver; Hoge, Peyton, Brown Forman Distillers; Hooker, Millard, Dow Chemical Co.; Hough, John, Goodyear Tire & Rubber Co.; Houghton, Walter, Calvert Distillers; Housman, Al, National Carbon Co.; Howard, Gordon, Elgin National Watch; Hubbard, Thomas, Cannon Mills; Hurlburt, Bud, Rockwell Mfg. Co.; Iula, Frank, American Oil Co.; Jewett, Pat, American Can Co.; Johnson, E. F., Pennzoil Co.; Kalkhof, Kay, American Oil Co.; Kambach, M. R., Aluminum Co. of America; Keller, Larry, Kroehler Mfg. Co.; Kelly, Phil, National Distillers; Kesner, Bob, Coca-Cola; King, Whit, American Can Co.; Koff, Murray, Seagram Distillers.

Landis, Dean, Maytag Co.; Leader, Ed, Bankers Life Co.; Lear, Bob, American Radiator; Liebmann, Phil, Liebmann Breweries; Lightner, Tom, Fostoria Glass Co.; Lloyd Bob, International Nickel Co.; Lockwood, Wally, Taylor Instrument Cos.; Lowell, R. S., U. S. Plywood Corp.; Lowy, Walter, Formfit Co.; Lugbauer, Carl, Heywood-Wakefield Co.; Lyons, Owen, Marathon Corp.; MacDonough, Bill, Coolerator Co.; MacLaury, Bruce, Bigelow Sanford; Mahoney, Daniel, Seagram Distillers; Manson, Stan, Stromberg-Carlson; Margules, Sy, Calvert Distillers; Marple, Howard, Monsanto Chemical Co.; Marriott, Bob, Climalene Co.; Marshall, Frank, G. F. Heublein; Marsteller, Bill, Rockwell Mfg. Co.; Maurer, Ward, Wildroot Co.; Meyer, Larry, International Cellucotton Products Co.; Miller, Gilbert, duPont; Miller, Jule, Pet Milk; Mines, Morris, Celanese Corp. of America; Moorhead, Rod, Brown Forman Distillers; Moosbrugger, Charley, Minnesota Mining & Mfg. Co.; Morris, F. G., Plough Sales Corp.; Mosley, George, Seagram Distillers; Mossman, Bob, Jones & Laughlin Steel; Moyer, Les, General Electric; Mullowney, Jack, Minnesota Valley Canning Co.; Murphy, Chandler, Minneapolis-Honeywell.

Nance, James, Hotpoint; Newman, James, B. F. Goodrich Co.; Niedenhauser, Bob, Harris-Seybold Co.; Niessen, Clarence, Mid-Continent Petroleum; Ninabuck, Bill, International Harvester; Nunn, Wesley, Standard Oil (Ind.); Odell, Dolph, General Motors; Oliva, George, National Biscuit Co.; Ollinger, C. G., National Carbon Co.; Olson, Gene, International Cellucotton Products Corp.; Osterheld, Herb, Borden Cheese Co.; Patton, Ward, Minnesota Valley Canning Co.; Peabody, Stu, Borden Co.; Percy, George, Bauer & Black; Piggott, Bob, Grove Labs; Plunkett, Jim, Pittsburgh Plate Glass Co.; Potter, Pete, Eastman Kodak Co.; Pettit, L. E., General Electric; Quackenboss, Irv, Johnson & Johnson; Quale, Andrew, General Foods.

Reed, Freddie, Atlantis Sales Corp.; Reese, R. W., Frankfort Distillers; Rheins, Ed, Bigelow Sanford; Richey, John, Simmons Co.; Robertson, Ralph, Colgate-Palmolive-Peet; Rogers, Dale, Mid-Continent Petroleum; Ruprecht, Carl, Underwood Corp.; Ruth, Chet, Republic Steel Corp.; Sandberg, John, Pepsodent Div.; Sawyer, Bill, Johnson & Johnson; Schaeffer, Walton, National Tube Co.; Schmitz, Val, Blatz Brewing Co.; Schultz, Lyle, Nash-Kelvinator; Shallberg, Gus, Borg-Warner Corp.; Sharp, Jay, Aluminum Co. of America; Shaw, Cecil, American Blower Corp.; Shope, Leslie, Equitable Life Assurance Society; Shull, Henry, Pharmacraft; Skinner, Bert, J. I. Case Co.; Smith, Frank, Philip Carey Mfg. Co.; Smith, Norman, Sunshine Biscuits; Snyder, Nelson, Owens-Illinois Glass; Spindler, Howard, American Radiator; Stakel, Fred, Brown Co.; Staudt, George, Harnischfeger Corp.; Stebbins, Fred, Corning Glass; Steers, George, Cluett Peabody; Stinson, Bill, Cherry-Burrell Corp.; Stolp, Myron, A. B. Dick Co.; Stone, Sam, Quaker Oats Co.; Sucher, Edward, Owens-Corning Fiberglas Corp.; Swadener, Frances, A. B. Dick Co.; Swaffield, Paul, Hood Rubber Co.; Swenehart, John, Atlas Powder Co.; Talbot, Hale, Pure Oil Co.; Thompson, Herb, Miles Labs.; Thompson, Sam, Borden Co.; Thomson, Chet, Calvert Distillers; Thul, Joe, Seven-Up; Tibbott, Dave, New England Mutual Life; Toland, J. M., Hiram Walker; Tucker, Frank, B. F. Goodrich Co.; Vallender, G. M., Rose Derry Co.

Wachtel, W. W., Calvert Distillers; Waddell, Bob, Hamilton Watch Co.; Waddington, Les, Miles Labs.; Wallace, Jane, Celanese Corp. of America; Ward, Taylor, Kimberly Clark; Warren, Ham, National Carbon Co.; Watson, Stuart, Standard Oil (Ind.); Wells, Ben, Seven-Up; Westgate, Westy, Atlantis Sales Corp.; Wheeler, Bob, International Nickel Co.; Willis, Paul, Carnation Co.; Winslow, Ralph, Koppers Co.; Wood, Fred, International Nickel Co.; Young, Tom, U. S. Rubber Co.; Ziegler, Russ, Cluett, Peabody & Co.

GUESTS

Allen, Paul, American Sugar Refining Co.; Anderson, C. E., Club Aluminum Products; Cleaves, H. M., Diamond Crystal; Detweiler, Elliott, Devoe & Reynolds Co.; Egan, John, Hamilton Beach Co.; Haas, Balfour, Melrose & Co.; Hulburd, Fred, Victor Adding Machine Co.; Lindholm, A. W., Drexel Furniture Co.; Merriam, A. B., Bemis Bro. Bag Co.; Stillwell, H. L., Scripto; Trupp, Bernie, Crown Central Petroleum; Bush, Leonard, Compton Adv.; Frey, George, NBC; Graham, Phil, *Washington Post*; Gunning, Robert, Robt. Gunning Assoc.; Harper, Marion, McCann-Erickson; Hypps, Frank, A. Asch Inc.; Lehman, Al, Advertising Research Foundation; Nielsen, A. C., A. C. Nielsen Co.; O'Brien, John, Ruthrauff & Ryan; Peterson, Eldredge, Printers Ink; Pilat, Bill, Russell Allen Co.; Stanton, Frank, CBS; Trammell, Niles, NBC; Wahlstrom, Fred, Distribution Council; Wells, Ken, Freedoms Foundation; Galilee, John, Assn. of Canadian Advertisers.

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'BISIGNAL' FM

Dual System Developed

DEVELOPMENT of a new method of communications called "Bisignal"—involving the transmission of two FM signals on the same frequency—was reported yesterday (Sunday) by Raymond M. Wilmotte, Washington consulting radio engineer.

Mr. Wilmotte said he is petitioning FCC for changes in its rules to permit Bisignal operations.

"The ability to transmit an additional communication," Mr. Wilmotte said, "would permit broadcasters to provide a number of services to be paid for by a rental or a subscription arrangement, such as programs fitted to minority tastes or special needs, and communication to mobile units. It would also provide 'beep' type of operation without danger of pirating."

While he did not expand on Bisignal's potential uses, informed observers felt the second signal might be employed for transit radio or for such other operations as addressed service communications.

One of the two signals in the new system would be the same one normally transmitted by FM stations. The second signal would be weaker — "sufficiently weak that normal receiving sets will be unaware that a second program or signal is being transmitted," but strong enough to be received by a special receiver.

Special Receiver

A special receiver would be required to receive either of the two programs at will.

Mr. Wilmotte said his experience shows that "Bisignal" would "add to the value of the FM broadcast service and effectively provide additional communications channels without taking up additional spectrum space and without affecting the present reception of broadcast programs from FM stations."

He felt his development recognizes and will help solve these problems:

(a) The FM broadcast stations now in operation are, with barely an exception, operating at a substantial loss.

(b) It is only very exceptionally that a station plans its programs to suit minority tastes.

(c) In fields other than FM broadcasting there are insufficient frequencies available to meet the demand.

"It was in an endeavor to alleviate these three problems that I concentrated my development work in the direction of finding means for the transmission of more than one program or communication from a single station, without decreasing the frequency swing of the principal program, and leaving the present listener unaware that an additional communication is being transmitted," he declared.

His proposal would permit FM stations to transmit a second signal provided that (1) the frequency involved would fall "entirely within the band defined by the frequency swing permitted for the main signal," and (2) the maximum amplitude of the second signal should not exceed 1/10 (or some other value specified by FCC) of the amplitude of the main signal.

He said "Bisignal" would not change the FM band's "present principal use as a broadcasting medium which the general public can receive freely."

His experiments, he said, have achieved the following:

(a) Voice or Music—When both the strong and the weak signals are modulated by voice or music, I have been able to operate with substantially no cross-talk with an intensity ratio between the signals of 10 to 1. Ratios as high as 100 to 1 have been used satisfactorily.

(b) Control Signal—Special signals are being transmitted today by many FM stations in the form of supersonic "Beep" or pulse for controlling the intensity of the sound out of the receivers. In this direction, I have been able to send similar control signals but have used the weaker of the two transmissions to do so, so that the control signal is completely secret in that it cannot be detected by a normal receiver. By this means I have been able to control three independent operations using the same number of tubes and simpler circuits than are used in present "Beep" systems. Additional controlled operation can be obtained with relatively simple circuit additions.

"As to the type of services for which the second communication is to be made available, who may receive it, the quality of the service and the method to be used for transmitting and receiving it," he said, "I feel this should be left to the normal process of competition."

Shown to FCC

Mr. Wilmotte said that during the last few years he has been engaged in research on "the better separation of FM signals from each other," with concentration on "the transmission of two FM signals of different intensity within the same frequency band, and the reception of either signal at will without interference from the other."

"Bisignal," he said, has been demonstrated in the laboratory to "a number of persons, including the FCC."

Mr. Wilmotte is a co-developer, with Paul A. DeMars, of the "Polycasting" system of television by which he hopes to provide UHF service through the use of relatively large numbers of low-powered stations within given areas [BROADCASTING, Dec. 6, 1948]. "Polycasting" is slated for consideration in FCC's current overall television hearings.

Attention salesmen — 5,000 watt network station in southern metropolitan area has opening for experienced radio salesman. Opportunity and working conditions are inviting. Send photo and full details in first letter. Write Box 705E, BROADCASTING.

'KWKH LOUISIANA HAYRIDE'

Hillbilly Show Now on 23-Station Network

A SATURDAY night hillbilly variety show produced by KWKH Shreveport, La., and called the *KWKH Louisiana Hayride*, is now being broadcast over a network of 23 stations in the Southwest, according to Henry Clay, general manager of the 50 kw CBS outlet.

Inaugurated by KWKH in April 1947, the *Hayride* is a three-hour production staged in the Shreveport Municipal Auditorium which seats approximately 3,500. It has played to capacity audiences regularly for more than two years, Mr. Clay reported.

The program's regular cast includes some 25 radio and recording artists who are heard daily on the station. Also featured each week are guest artists. Horace Logan, KWKH program director, is producer of the show and is assisted by Ray Bartlett and Bill Cudabac. Mr. Logan also serves as m. c.

First half hour of the stage show (8-8:30 p.m.) is fed to the network. The remaining two-and-a-half hours are broadcast over KWKH alone, according to Mr. Clay.

In addition to KWKH, stations making up the network include: KALB Alexandria, WJBO Baton Rouge, KVOL Lafayette, WWL New Orleans, KLOU Lake Charles, all Louisiana; KFDM Beaumont, WACO Waco, KORA Bryan, KNOW Austin, KABC San Antonio, KEYS Corpus Christi, KRIO McAllen, KREC Abilene, KGKL San Angelo, KBST Big Spring, KCRS Midland, KWFT Wichita Falls and KLYN Amarillo, all Texas; KOMA Oklahoma City, KRGM Tulsa and KGLC Miami, all Oklahoma, and KWHN Fort Smith, Ark.

The heavy black lines on this map trace the 23-station network in the Southwest over which is now heard the weekly KWKH Louisiana Hayride.

SAAA Names Brown

APPOINTMENT of J. Richard Brown, of Dallas, as secretary-treasurer of the Southwestern Assn. of Advertising Agencies, was announced last week by David C. Ritchie of Houston, president of SAAA. Mr. Brown succeeds Alfonso Johnson, who died March 7 of a heart attack.

HOTEL STRAND

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Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and Inclosed Solaria—Salt Water Baths in rooms—Garage on premises. Courteous atmosphere throughout.

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HYDE HITS CHARGES OF SECRECY ON NARBA

FCC COMR. Rosel H. Hyde lashed out Friday against industry charges of "secrecy" in U.S.-Cuba NARBA negotiations at Havana, accusing their authors of "irresponsible actions" which jeopardized U. S. bargaining efforts.

Mr. Hyde, head of U. S. delegation in eight-week Havana sessions which broke up 10 days ago with no agreement [BROADCASTING, March 27], spoke at closed meeting of Federal Communications Bar Assn. He singled out NAB for criticism of its NARBA position.

Mr. Hyde said Havana documents will be available for scrutinizing and suggestions from all interested persons in preparation for resumption of full NARBA conference, scheduled for about Aug. 1. It's reportedly slated to be held in Washington. Mexico, which didn't participate in overall sessions at Montreal last fall, is expected to take part.

Comr. Hyde reportedly told listeners that entire industry had been invited to Havana sessions; that meetings were open; that "even the most bitter opponents" of treaty which at one time seemed imminent "must concede that they had every opportunity to be present at every important phase of these negotiations." But, he was quoted:

. . . Certain members of our industry had the temerity to circulate to members of the Congress and to other members of the industry, rumors or completely false representations that a series of "secret" negotiations were being undertaken by "secret" agents who were engaged in selling the whole American broadcasting industry down the river.

It is my considered opinion that such irresponsible actions not only militated against the best interest of those who compounded them, but also served to becloud the real issues involved at the conference, to misinform the Congress, and to create in our international relations an understandable but undesirable reaction of the part of our foreign opposite numbers. Maybe that was the aim, I don't know.

. . . I must also express amazement at the NAB circulating to its members on March 3, 1950, a statement inferring that affected stations were not being notified before the negotiations ripened into an agreement and that, accordingly, NAB was notifying all member stations whose frequencies were involved. There is no objection to the notification, but why the inference? It might be noted that some of our trade press picked up the inference and broadcast it as a fact.

. . . Did the NAB expect an individual formal hearing to be given to each station which might possibly be affected, such hearing to be held before the joint negotiations and during the active negotiations?

Mr. Hyde reviewed Havana sessions, pointing out agreement was reached "in principle" but Cuba came back two weeks later with counter-proposal which U. S. could not accept. Listeners said he challenged "anyone" to disprove that proposed agreement embodying U. S. position would have been "advantageous for the industry and for the U. S."

On preparations for forthcoming overall NARBA sessions, listeners said he asked industry to take "a perspective at least a little wider than an effort to protect one's individual ox from being even slightly scratched without giving any consideration to the slaughter of the rest of the herd."

Even after Havana sessions were abandoned March 23 with formal recall of U. S. delegates, hope for success arose with last-minute Cuban request for luncheon discussions March 24. These proved fruitless, however.

WOWO 50 KW GRANT PROPOSED BY FCC

PROPOSED decision looking toward grant of long-pending application of Westinghouse's WOWO Ft. Wayne for power increase from 10 kw to 50 kw DA-N on 1190 kc issued Friday by FCC on 3-2 vote. Also included is change of WOWO transmitter site. Grant would be subject to specific engineering conditions. Comrs. Robert F. Jones and Frieda Hennock dissented.

FCC said no final decision would be given until Commission completes study of Westinghouse's qualifications "in light of its involvement in anti-trust litigation." FCC has scheduled oral argument April 24 on policy to be followed by FCC in such cases. Hearings on WOWO's application, pending for some years, were closed in August 1947.

COTT NAMED MANAGER OF NBC NEW YORK STATIONS

TED COTT, WNEW New York vice president and program director, Friday was appointed manager of NBC's New York stations, WNBC-AM-FM and WNBT-TV (see story page 20). Appointment of Mr. Cott, who has reputation for programming ingenuity, seen as move to invigorate local programming not only of network's New York stations but also others that it owns and operates. His mission is to evolve new programming patterns, both radio and television, for all NBC stations in addition to managing stations in New York.

Mr. Cott, picked for job by James M. Gaines, NBC's director of owned and operated stations, believed to command higher salary than that paid any one else in Owned and Operated Stations Division of NBC, at least $27,500 per year. Development of strong sales approach by NBC stations to department store advertisers anticipated.

Mr. Cott is expert on low-cost, popular programs, and it was recalled that Mr. Gaines, few weeks ago, hired former Macy's merchandising executive, Norman Neubert, as special consultant.

NAB NAMES HOWARD LANE

HOWARD LANE, WJJD Chicago, director of broadcasting for Field Enterprises, named by NAB Friday to replace Gilmore N. Nunn, WLAP Lexington, Ky., as co-chairman of joint NAB-Motion Picture Assn. of America Committee to combat trends toward censorship. Mr. Lane shares chairmanship with Joseph Hazen, Wallace-Hazen Productions, who leads MPAA section of joint committee. Mr. Nunn, who remains committee member, relinquished position because of business pressures.

ZIV PURCHASES ANNOUNCED

PURCHASE by Coast Fishing Co. of *Cisco Kid* radio series for use on Don Lee Washington and Oregon stations announced Friday by Frederic W. Ziv Co. Program to be heard Wednesday, 7:30-8 p.m. (PST). Agency is Harrington-Richards, Div. of Fletcher D. Richards Inc.

LIVINGSTON TO CBS-TV

ROBERT T. LIVINGSTON, sales manager of WBBM-CBS Chicago, has been transferred to CBS New York as a member of network TV sales staff. No replacement has been named.

Closed Circuit

(Continued from page 4)

medium can support itself from advertising revenues.

NEAL McNAUGHTEN, NAB engineering chief, left quietly for Mexico City last week. Obvious object: Lowdown on spectrum situation.

LITTLE dust gathers on Sen. McClellan's staff investigators' probe of potentially taxable services FCC renders. Prolonged talk with John A. Kennedy, California newspaper publisher and part owner WSAZ Huntington, W. Va., who was first credited with suggesting fees for government service [BROADCASTING, March 20], apparently left strong impression with staffers. Example of "undercharging" given investigators by Mr. Kennedy are certain National Bureau of Standards' fees for inspecting engineering equipment. Senate committee now studying completed report by Commerce Dept. that includes NBS and Bureau of Census compilations of services they provide.

PHILADELPHIA STATIONS are fuming over WFIL-AM evening rate reduction, offset by increases in daytime schedules. Actually, they say, new WFIL alignment places half-hour show virtually in "station break price category." There probably will be reverberations at NAB convention.

EDGAR KOBAK, former MBS president, meets in Chicago with board of directors of Transit Radio Inc. during NAB convention, presumably to work out plans whereby he would become consultant to corporation.

WILLARD SHROEDER, radio and television director of Ketchum, MacLeod & Grove Inc., to re-enter station field with appointment as commercial manager of WOOD Grand Rapids.

CHARGES MONOPOLY

MONOPOLISTIC tendencies in theatre TV field are alleged by Skiatron Corp., New York proponent of "subtractive" color TV system in brief filed with FCC. Claiming pending bids for theatre TV channels omit "fundamental requirement" of average theatre operator for low-cost TV equipment and hence keep field for big interests, Skiatron said its Supersonic theatre TV projector will be fraction of average $25,000 cost for cathode ray tube units, gives superior picture, is easier to operate and is only one "easily adaptable" to color TV.

FCC HITS PETITION AS 'SHAM'

ON GROUNDS it was "sham and false," petition filed by Crescent Bay Broadcasting Co., Santa Monica, Calif., was stricken by FCC Friday. Commission said Crescent Bay made "unsupported allegations that the Commission was actuated by motives other than those embodied in its orders, in setting Crescent Bay's application down for further hearing." These charges, FCC said, "are untrue." Further FCC said, "petitioner's unsupported accusations of improper conduct made against an attorney in good standing practicing before this Commission and against the staff of the Commission are also entitled to no credence." Petition was for reconsideration of action calling hearing on Crescent Bay application for 1460 kc, 500 w, day.

NEW TAYLOR CO. OFFICES

TAYLOR Co., formerly Taylor-Borroff, station representative firm, announces new Dallas office at 1714 M & W Tower. O. L. (Ted) Taylor is head of firm.

XUM

THE KANSAS CITY TRADE AREA

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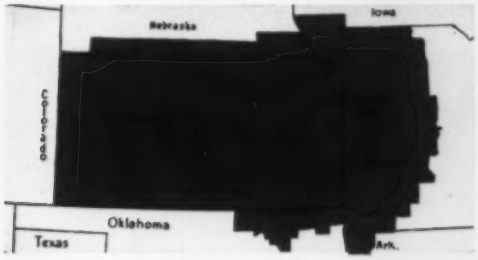

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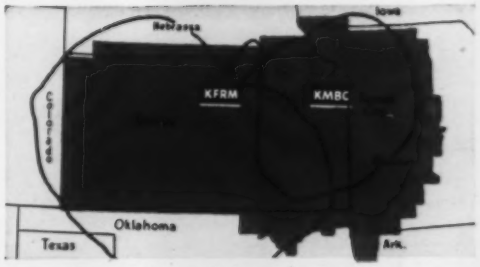
The True Area is an East-West Rectangle and . . .

Only The KMBC-KFRM Team Covers it Effectively and Economically



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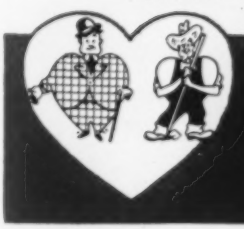

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